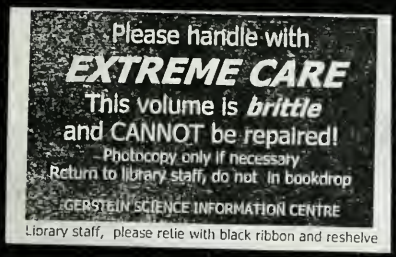
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Beecham's Pills

- Notice to the Trade -

The Proprietor of Beecham's Pills begs to notify the Retail Trade of Canada that in consequence of the liberal advertising which is appearing in the press throughout the Dominion, and the fact that Beecham's Pills are so well-known and valued by the residents who have come from the British Isles, the demand is rapidly increasing, and retailers are recommended to purchase Beecham's Pills in larger quantities and obtain the advantage of a better price. The following firms are the Distributing Agents :

All Depots and Branches of the National Drug & Chemical Co. of Canada, Limited.
Messrs Lymans Limited., Montreal.
Messrs Lyman Bros. & Co., Limited, Toronto.
Messrs Martin Bole & Wynne Company, Winnipeg.

WHOLESALE PRICES :

Less than one dozen	$2 30 per dozen	less 5%
One dozen	2.20 " "	
Six dozen	2.10 " "	

Prepared only by the proprietor, **THOMAS BEECHAM, ST. HELENS, ENGLAND.**

Manitoba Pharmaceutical Association.

Minor Examinations

The following papers were recently submitted by the examiners, at which thirty-six candidates sat.

DISPENSING.

Time—2 hours

Examiner—C. W. Campbell, Phm.B.

1. R—Pulv. Carbo Lig..... ....Grs. v
   Magnes. Calc. ....Grs. v
   Fiat pulv. i.
   Mitte tales No. xii.
   Sig. Cap. unam cum aq. post jent, et hora somni.
2. R—Gum. Benzoin.
   Acid Tannici.
   Plumbi. Acet.
   Camphor ....ana Grs. x
   Petrolat. Alb..... ....ad oz.i
   Misce et fiat ung.
   Sig. Applic. b.i.d.
3. R—Ol. Morrhuae... ....oz. iv
   Ol. Menth. Pip..... ....Min. x
   Pulv. Acaciae ....Q.S.
   Aquam..... ....ad oz. ii
   Misce et fiat emuls.
   Sig. Coch. mod. ter in die ante,cibos.
4. R—Pulv. Rhei ....Grs. iii
   Pulv. Gentian ... .Grs. i
   Ol. Menth. Pip..... ....Mins. i
   Misce et fiat pil.
   Mitte tales No. xii.
   Sig. Unam. p.r.n.

PRESCRIPTIONS AND TOXICOLOGY.

Time—2 hours.

Examiner—M. Westaway.

1. (a) Define Incompatibility. State the different kinds encountered in dispensing.

(b) What are the chief incompatibilities common to: Iron Salts, Acids, Spts. Ether Nit., Hydrogen Peroxide, Iodine and Glycerine?

2. How do you calculate percentage solutions? And how much Acid Boracic will be required to produce 6 ozs. of a 4 per cent. sol.?

What is a Saturated Solution? A solution by intervention? Give an example of the last.

3. (a) R—Oil Morrnuac..... ....oz. iv
   Pulv. Acacia q.s..... .....
   Glycerine..... ... .oz. iv
   Aq. ad..... ....oz. xii
   tt. Emul.
   Sig.—dr.ii t.i.d.

How much acacia is required to suspend or emulsify, and how much oil is contained in a dose?

(b) How would you prepare an Emulsion containing Volatile or Essential Oils?

4. (a) Why is Latin employed in Prescription Writing? Translate into English:
   R—Liq. Ammon. Acet. ....dr. ii
   Aq. Menth. Virid. ... .oz. iv
   Syr. Croci..... ....dr. iii
   Sp. Aeth. Nit. ....oz. iv
   Aq. ad..... ... .oz. viii
   M.
   Sig. Coch. ii magn. Secund horis sumant durante febre.

(b) 7.H. P.r.n. s.s. O.H. P.C. Cyath, Haust, Coch. Parv. H.S.

5. (a) What active drug is contained in the following? Give percentage in each case: Pulv. Ipecac Co, Liq. Arsenicalis, Tr. Iodine, Spts. Camphor, Blaud's Mass., Liq. Strychnine, Acid Hydrocyan, Dil.

(b) When the following are mixed, what results may follow, and in case of chemical action, what is found?

Ammon. Carb. and Acetic Acid.
Mucilage Acacia and Alcohol.
Tr. Ferri, Mur and Phosphoric Acid.
Liq. Plumbi. Subacet. and Hard Water.
Tr. Iodine with Starchy Substances.

6. (a) To what extent are the following soluble in water at 60 degrees F.:

Argent. Nit., Quinine Sulph, Soda Bicarb., Pot. Iodine, Zinc Sulph., Essential Oils.

(b) In case any of the above are more soluble other mediums, indicate them.

PHARMACY.

Time allowed—2½ hours.

Examiner—C. W. Campbell, Phm.B.

1. Define:

Here is the Dentifrice

of world-wide fame and genuine merit.

A good show of Odol in the window will be sure to attract many purchasers by the fascinating allurement of the dainty flasks alone. All who value dental health and comfort need Odol, and when they are attracted as purchasers of Odol, they become buyers of other things in the shop as well.

Harold F. Ritchie & Co. Ltd., Sole Agents for Canada, **10-14 McCaul St., Toronto**

(a) Latent Heat.
(b) Meniscus.
(c) Ebulition.
(d) Titration.
(e) Trituration.
(f) Specific Volume.
(g) Adhesion.
(h) Cohesion.
(i) Fractional Distillation.
(j) Destructive Distillation.

2. Give rule for converting the scale of temperature from Frahrenheit to Centigrade.

3. Explain difference between :

(a) Sublimated Washed and Precipitated Sulphur.

(b) Calcination and Sublimation.

(c) Granulation and Crystallization.

4. If a Seidlitz Powder is composed of 35 grains Tartaric Acid, 120 grains of Bicarbonate of Soda, and 40 grains of Potassium and Sodium Tartrate, how much Rochelle Salts must be used to make enough Seidlitz mixture to put up one gross of boxes, each to contain ten doses? Show work.

5. (a) Explain several conditions which might affect the boiling point of any liquid.

(b) When is a liquid said to boil?

6. Add and reduce the amount to Av. Weight: 2½ Kilos., 25¼ D.Gm., 56⅜ H. Gm., 32 d.Gm., 86½ Gms.

7. (a) How many prescriptions could be dispensed from a stock of 5 pounds of Subnitrate of Bismuth, each calling for a dusting powder containing 8 drachms of the salt?

(b) Which would be the more profitable, to sell it as ordinary merchandise at 40 cents per ounce, or dispensed at the rate of 15 cents for each prescription, making no allowance for time in dispensing or for packages used? Show work.

8. Explain the process of Dialysis and the apparatus used.

MATERIA MEDICA.

Time—2 hours.

Examiner—M. Westaway.

1. Define Materia Medica. How is it classified, and give at least three examples of each, with medicinal properties, and habitat?

2. What is Thyroid? State process of preparation from the raw state to the Thyroidcum Siccum. What is its therapeutical use, and to what constituents does it owe its value?

3. (a) What is the action of strong alcohol on: Mucilage Acacia, Gum Myrrh, Podophyllin, Resin. Camphors, and Balsams?

(b) What action has water on Resinous Tinctures, on Spirits of Essential Oils; on Lin. Sapo Co?

4. (a) Give dosage (medium) for: Liq. Strychnine, Gum Camphor, Pot. Iodide, Quinine Sulph., Croton Oil, Boracic Acid, Pot. Permangan, Tr. Opii., Acid Muir. Dil., Plumbi Acetas and Pulv. Opium.

(b) What is the rule for computing the dosage for children?

5. State the difference between Adeps and Adeps Lanae. Give source, and mode of preparation of both. State their value in pharmacy.

6. Give Botanical History, Synonyms and Active Constituents of: Cantharides, Rad Rhcii, Rad Columbo, Nux Vomica and Cinchona Bark.

7. (a) Name a drug that acts as a Myotic, an Hypnotic, a Vesicant, a Carminative, a Mydriodic.

(b) What are Artificial Alkaloids? Give examples.

CHEMISTRY.

Time—2½ hours.

Examiner—E. Nesbitt.

1. Explain fully the meaning of the following terms: atom, molecule, element, chemical symbol, chemical formula.

2. Oxygen. Briefly outline method of preparation. State the proportion of Oxygen in air. Why is the proportion constant?

3. Acidum Sulphuricum. B.P. —Preparation, Sp. G., Tests. Probable impurities.

4. What is the source of Arsenic? How is it prepared?

Describe Marsh's Test.

Name the chemical antidote; state how it should be prepared, and explain it's action.

5. Write the chemical formula for the following: Blue Vitriol, Copperas, White Vitriol, Saltpetre, Salammoniac, Litharge, Epsom Salts, Borax.

6. 20 ccm. of Hydrogen at 27 degrees C. and 762 mm. occupy what volume at—23 degrees C. and 1270 mm.?

7. Describe the preparation of Liquor Ammonia Fort, B.P. State the official standard of strength.

8. Silicon. Source and most important preparations.

WELLINGTON & WARD 1914 CALENDAR

A copy of the Wellington & Ward calendar has reached this office recently. It is put up in their usual style, solid, well made and well printed: the picture in the centre of the calendar is a remarkably good subject, and is beautifully printed.

Wellington & Ward are famous throughout the world for their plates, papers and films. Their business in Canada has grown wonderfully during the last few years, and the outlook for 1914 is better than ever.

See that you get your cost or more out of the by-products of the store, empty boxes, barrels, waste paper, etc.

ROBORGEN

NA-DRU-CO

TRADE N D C MARK

Medical Science has made very great strides in recent years in knowledge of foods and nutrition. Chief among them is the appreciation of the value of phosphorus as a builder of brain and nerve tissues.

The National Drug & Chemical Co. of Can., Ltd, have watched this progress closely with the idea of producing a tonic food of real value. After considerable research they have produced Roborgen, which they are now offering to the Medical Profession. In order that every physician may have the opportunity to convince himself of the value of Roborgen we will send, free, a 60c tin of Roborgen, on request, that he may test it. The following letter will explain the composition of Roborgen, and give an idea of its value. It will be seen that it is particularly strong in Phosphorus and Glycero-Phosphates.

ROBORGEN
A Mental and Physical Strength Giver
PRICE 60 CENTS
National Drug and Chemical Co of Canada Limited
TORONTO CANADA

MacDonald College, Ste. Anne De Bellevue, Que.
Chemistry Department, July 14th, 1913

National Drug & Chemical Company, Montreal.

Gentlemen:—I have examined your preparation known as Roborgen and find that it contains about 70 per cent. of protein, 12 per cent. of moisture and yields 15 per cent of ash. It also contains about 1¾ per cent. of phosphorus, part of which is combined with the protein and the rest, for the most part, in other organic forms closely allied to the forms in which phosphorus is found in the human body. When treated first with cold water and then with hot the preparation goes into solution forming a liquid of agreeable taste and odor. My analysis leads me to the opinion that this is a highly nutritious food.

Yours truly,

(Signed) J. F. SNELL, Professor of Chemistry.

It is aparent from this that Roborgen meets all the needs of the human system, and will be found particularly valuable in cases of brain fag, nervousness, anæmia, debility, diseases of the digestive tract, tubercular affections, dyspepsia, depression, rickets, typhoid fever, etc. Roborgen sells at a price which places it within the reach of all your patients. When requesting samples or information regarding Roborgen kindly mention this journal. Write the

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PHARMACY IN GREAT BRITAIN

The year which is just closing has for many reasons been at least as notable as any in the pharmaceutical history of this country; events have indeed happened which are without parallel in our time. As I said in the first letter of the year, pharmacy began a new era with the beginning of 1913, and the prospects were very hopeful: a year's experience has confirmed these hopes, and there can be no doubt that the position of pharmacists has improved very considerably. The improvement has been due to the National Insurance Act which came into full operation a year ago, and its immediate effect was to increase very considerably the work of the pharmacist; in some districts where it was a rare thing for the pharmacist to see more than a few prescriptions weekly, it is now not unusual for him to dispense fifty or sixty daily. It is true that the prices paid for this work do not yield as much profit as could be desired, but there has been very little complaining, and on the whole pharmacists are fairly well satisfied with the rates of payment especially in view of the improvement which has been effected in the professional side of their business.

Notwithstanding the fact that the attention of pharmacists has been mainly absorbed by matters arising out of the Insurance Act, the usual amount of scientific work has been accomplished, and the papers read at the Jubilee meeting of the British Pharmaceutical Conference, the International Congress of Pharmacy, and the scientific meetings of the Pharmaceutical Society have been at least as good as the average. The principal communications at the Conference have already been dealt with in these columns, but it is interesting to recall one or two of the main items. Mr. J. C. Umney, in his presidential address, dealt with the revision of the British Pharmacopoeia, and declared that until the work done by pharmacists in this connection was adequately recognized they would not render further assistance in revising this national book of standards. Mr. Umney also proposed that an imperial commission should be appointed, composed equally of physicians and pharmacists, including representatives of both callings from British Colonies, and that the Pharmacopoeia should be the authoritative work of the whole of the British Empire. Dr. F. H. Carr and Dr. H. H. Dale, in a useful communication on "Ergot and its preparations" suggested that suitable salts of ergotoxine and the fluid extract of ergot of the U.S.P. should be introduced into the British Pharmacopoeia, and some of the other preparations discarded. In a paper on myrrh, Mr. E. M. Holmes showed that the general belief that the myrrh of the scriptures was medicinal myrrh was incorrect; mention should be made of Professor Van der Wielen's suggestion that a normal opium should be prepared by mixing opium of four different origins by which means an opium would be obtained of more constant strength than one made by adding sugar of milk or some other inert substance to opium and standardizing to 10 per cent. of morphine irrespective of the quantities of codeine and the other alkaloids. These are only a few of the subjects dealt with, and it is hardly necessary to refer to the others, as they are adequately dealt with in the report of the Conference which appeared in this journal.

Another notable event of the year in connection with the scientific side of pharmacy was the 11th International Congress which was held at The Hague towards the end of the summer. The Congress was of a truly International character, eighteen different nations being represented. A committee was appointed to formulate a plan for the institution of an international pharmacopoeia bureau, and there can be little doubt that such a bureau would be capable of performing very useful work. A proposal to introduce into pharmacopoeias a system of international nomenclature did not receive very enthusiastic support, but this is a matter which could very well be considered by the international bureau. The majority of the large number of communications presented at the Conference were hardly of an international character, although nearly all of them were of direct pharmaceutical interest, and the value of these Congresses is undoubtedly great, since they bring together men of different nationalities with common interests, who are able to exchange views on matters which concern pharmacists all over the world.

Several papers of some importance were read at scientific meetings of the Pharmaceutical Society. In one of these Messrs. Harrison and Self criticized adversely the process employed at the United States Customs for the analysis of asafetida, and showed that undoubted samples of the genuine drug might be condemned by the process. In another paper Dr. H. A. D. Jowett, of the Wellcome Research laboratories, showed that while the use of the active principles is the ideal state of administering remedies, it is impracticable in the majority of cases at present. He cited, however, a number of cases in which our knowledge is sufficient to warrant the statement that the galenical preparations can advantageously be replaced by the active principles. In another communication from the Wellcome Research laboratories, Dr. F.B. Power, and Mr. H. Browning, Jr., gave the results of research-

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into the chemistry of Euphorbia Pilulifera, a plant which attracted considerable attention some time ago on account of its reputed value in the treatment of the diseases of the respiratory organs. The result was to show that the plant contained no constituents to which any specific action could be attributed, so that whatever therapeutic virtues it may possess depend upon no single definite chemical substance.

The question of the sale of proprietary medicines was prominently before the public in the earlier half of the year, when many witnesses appeared before the Parliamentary Committee to give evidence either as representing the views of those who are interested in the industry or of those who desire to see it restricted. The report of the Committee is anxiously awaited, but in the meantime it is thought in some quarters that the report is not likely to be an unanimous one, and it is doubtful whether legislation of a drastic nature is likely to follow it.

The drug market was singularly quiet and uninteresting during the greater part of the year. Of speculative business there was practically none, and the upward tendency of prices with which the year began was checked long before the year closed, and in the case of a number of articles, transformed into a downward tendency.

DRUG HOUSE ENJOINED BY FEDERAL COURT.

Judge Jeremiah Neterer, of the United States district court, to-day granted a permanent injunction in behalf of the Centaur Company of New York, the manufacturers of Fletcher's Castoria, against the Stewart & Holmes Drug Company of this city.

The controversy arose from the simulating of the labels of this well-known preparation, and from the evidence filed in the case it was shown that the infringing label was first discovered on sale in Honolulu, and was traced to its origin here in Seattle.

The decree carries with it an order that the Stewart & Holmes Company recall the goods which are on the market under the infringing label, and to pay all costs in the suit and damages assessed at $400.—Seattle, Wash., "Times."

OAKVILLE DRUGGIST FINED.

Illegally selling opium is a costly avocation in Oakville. Recently J. Urquhart, a druggist, was fined $400 by Magistrate J. E. Rogers, superintendent of Provincial Police, for selling opium illegally. A few days ago some fifteen pounds were found in the cellar by Inspector Boyd. The seizure was made as the result of the frequent visits to the drug store. The opium was seized and destroyed.

THE PENNY THAT BROKE BROWN.

By J. R. Worden, of the Burroughs Adding Machine Company

Brown's case is peculiarly interesting because he had unusual ability as a merchandiser.

He kept his store full all the time—great hand for special sales—had a fine looking store— wrote snappy advertisements.

He was doing the business of the town, and had to live pretty well, of course, to keep up with his reputation.

Then he failed.

The receiver found it was just a matter of bookkeeping.

Brown never had been much of a hand at figures —said, "The money was made in the front of the store, not in the office."

He had always sold goods for what he thought they would bring, without much relation to the cost—because he didn't really know his cost.

The receiver explained it to Brown this way: "Here's a can of tomatoes that you sell for 15 cents. It cost you in the first place 12½ cents. The cost of selling it, including overhead expense, depreciation, your salary, interest on investment, insurance, etc., is 3½ cents. Therefore you lose 1 cent on each can you sell."

"That's the penny that broke you."

Before the receiver turned the business back to Brown, all clear, he had installed a bookkeeping system that showed Brown what were his true costs—a bookkeeping system that gave him every morning absolute facts about his business.

Now Brown knows how much profit each department and each salesman made yesterday. He knows what goods are selling at a profit, what goods at a loss.

He knows just how much he owes and how much is owing him.

And he is finding that the cost of getting the extra facts required is made up for many times in money saved in every department of the store.

95 per cent. of all retailers are doing business the way Brown had done. That is why 95 per cent. of all retailers fail sometime.

Are you losing that penny?

A sixteen-page illustrated supplement of office supplies has been issued by Buntin, Gillies & Co., Ltd., Hamilton, describing some of the latest ideas which this house has added to its already complete line of office goods. With the starting of the new year nearly every business concern pays particular attention to its stationery and office equipment. Every dealer should have a copy of this booklet and be prepared for the numerous demands which occur at this time of year.

DRUGGISTS' OWN PREPARATIONS.

by W. W. Westlake, in Merck's Report.

The following article is perhaps one of the most interesting ever written on this subject. It is written by a man who, after 30 years' experience, still clings to the idea that "home-made" lines are good sellers. Every druggist will gain some knowledge from this article :

"It is said that everybody has a hobby, and mine is the druggist's own preparations. There is no subject in the entire pharmaceutical line as dear to me as this. I have had nearly thirty years' experience in the drug business in some form, and all the druggists whom I have known who made money out of the drug business itself were the men who pushed their own lines. There are several reasons why you should push your own lines. One is that they advertise you only, and if you have a good article, it will draw a customer past the worst cut-rate stores. Another reason is that it begets confidence. If customers find your advice good on one thing, they will be willing to trust you with more business, and you may get the prescriptions that are now going to a prescription specialist. Another reason is that you do not tie up as much money as you will in any of the so-called exclusive lines. Your only money is in labels. The drugs used are staples and you keep them in stock ; your bottles and corks are regular stock and do not call for a special investment.

What I wish to impress upon you is the fact that you can manufacture a much better article and for much less money than you can buy a similar one out of any of the special lines. Day after day I hear some druggists say : "Well ! I have Smith's, Jones', or Brown's line. I have the exclusive sale in my locality, and it gives me a good profit,which is much better than selling my own line." This is their first mistake. While that particular line may be satisfactory and give a good profit, and is not sold by anyone in that immediate vicinity, it does not give the druggist any individuality. He is only a slot machine. You drop in the money and he does the rest. If the customer is satisfied, he can get the same article in several more stores in the city. Of course this cannot happen in a town of only one store, but the customer may go shopping to some larger place occasionally and make his purchase of the same thing you recommend so highly while he is there. If you had sold him your own make this could not occur.

Another reason is that you do not know the composition of the remedies you are selling. You have to take the maker's word. Most of the retail men have a good knowledge of materia medica and know if their own goods will or will not suit, while with the others it is a case of guess. It may, or it may not do the work. They say, Oh! it is guaranteed ; if it fails I refund the money and I get it back from Smith, Jones or Brown. Very true ! But what have you gained ? You certainly have not impressed the customer with your knowledge. The next time he can guess as well as you can, while if you had sold him something that you were acquainted with you might have hit the spot and impressed him with the fact that you knew what you were talking about.

The next reason is that the side of the store that you give over to patents costs you as much rent as any other part, and you are using your time and paying out good money to boost the other fellow's goods and taking money out of your pocket for letting you do so. It is another case of the cat's paw and the hot chestnuts. Then the last and greatest mistake is about profits. With the exception of a few things like toothe paste, talcum powder and face powder, you can make more on your own goods, and I want to repeat here what I have already said, that it does not take as much money to get up a better and more profitable line than any on the market as it would take to get any of the so-called exclusive lines.

Now I know some of you are saying to yourselves that this is not so ; but you do not know, you only guess. Too many of you are guessing at the cost of doing business. With your own line, you need never be out of a remedy, as you can make up a stock once a week if necessary.

I am going to give you a list of some of the best sellers with the actual cost per dozen, buying in the quantities usually bought in the retail stores. Each one can be put up at a few cents cheaper by making a large quantity.

CORN REMEDY.

One of the best selling articles, although a small one, is a corn remedy. Here is a good formula, and one not in general use :

Solid Extr. Cannabis Indica .	30 Grn.
Salicylic Acid.....	300 Grn.
Turpentine	2½ fl. dr.
Collodion.....	5 fl. dr.
Glacial Acetic Acid.....	1 fl. dr.

Mix the first three ingredients well, then add the collodion, then the acetic acid. Dissolve well, and put in two-dram vials with carton and camel's hair pencil. Sell for 25 cents. It is best to seal these with melted paraffin. This article will cost 30 cents a dozen, giving a gross profit of $2.70 a dozen.

Another good seller is a corn salve. Here is one that will give satisfaction :

Salicylic Acid	1 oz.
Concentrated Lactic Acid...	1 oz.
Simple Cerate.....	9 oz.

Put this up in two-dram wooden boxes and sell for 15 or 25 cents, as you think best. This will cost 12 cents a dozen without a wrapper.

(Continued on page 14)

THE EVOLUTION OF LAWS REGULATING THE SALE AND USE OF POISONS.

By M. I. Wibert, Washington, D.C

The pharmacy laws of the several States are so intimately associated with and so generally include restrictions on the sale of poisons that it is not infrequently supposed that the connection has always existed and that restrictions on the sale and use of poisons had their origin in the laws designated to regulate the practice of pharmacy.

Poisons have, from the very earliest periods of time, been considered with apprehension and awe, and many attempts have been made to prevent or at least to discourage their use for improper or for criminal purposes. During the colonial period laws relating to poisons appear to have been confined to prohibiting the use of poisonous substances for criminal purposes. The nature of this earlier legislation is well illustrated by the following paragraph from the Colonial Laws of Massachussetts, "The Body of Liberties of 1641": "If any person shall slay another through guile, either by poysoning or other such devilish practice, he shall be put to death. Ex. 21 : 14."

Even after the organization of the United States it was not until the third decade of the nineteenth century that any attempt was made to safeguard purchasers of poisonous substances by requiring a label calling attention to the dangerous character of the substance.

The first of these State laws may be found in the Revised Statutes of the State of New York (1829, Sec. 22) and reads : "No person is allowed to sell arsenic, prussic acid or any other substance or liquid usually denominated poisonous, without endorsing on it the word 'Poison' in a conspicuous manner."

Two decades later (1848) New Hampshire enacted a law which required a record of the sale of arsenic, corrosive sublimate or prussic acid, and several years later (1850) nux vomica and strychnine were added to this list.

In 1852 Ohio adopted a law designated to regulate the sale of poisons which required both a record of sale and a poison label, and in October of the same year, at the organization meeting of the American Pharmaceutical Association, the "Standing Committee" appointed at the preliminary meeting the year before presented a resolution which reads in part as follows : "The indiscriminate sale of poisons by druggists and apothecaries is a serious evil in the United States as at present conducted. Any views which may originate in the convention tending to abate this evil would no doubt have some influence if circulated by its authority."

In accordance with the spirit of the resolution the members of the American Pharmaceutical Association undertook to compile and record the nature of the existing laws designated to restrict and safeguard the use of poisons and otherwise to control the trade in drugs and medicines.

At the meeting of the American Pharmaceutical Association in 1853 the Committee on the Sale of Poisons reported that the members "have been engaged since the time of their appointment in endeavoring to collect information relating to the subject, [illegible] yet they have been but partially successful." The committee then reports at length on the requirements as they existed in some of the European countries and reprints the answers that were received to inquiries regarding existing legislation in this country. (Proc. A. Ph. A. 1853, p. 10.).

In this connection it may be interesting to note that so far as known the first law to regulate the practice of pharmacy in this country was enacted by the legislature of the State of New York in 1839 and was entitled : "An Act to regulate the preparation and dispensing of medicines in the City of New York." This law required that persons to practice pharmacy in the City of New York must have obtained the diploma of the College of Pharmacy of the City of New York, or some other regularly constituted college of pharmacy or medicine or have passed an examination of the censors of the Medical Society of one of the counties of the State.

Some ten years later the State of Georgia enacted a law which required that a person to open or keep a drug or apothecary store must first obtain a license therefor from the medical board of his own school. Alabama, in 1861, passed a similar law, but all these laws, so far as known, were inoperative because of the unwillingness of the medical societies involved to enforce them.

It is perhaps not generally known that the present type of pharmacy law, which includes the restrictions on the sale of poisons, was first proposed by a special committee of the American Pharmaceutical Association appointed at the meeting held in the City of New York in 1867.

Under the able direction of the Chairman, the late John M. Maisch, this committee, like one of its predecessors, made extensive inquiries regarding the legislation then in force. This report is presented in full in the Proceedings for 1868 (pp. 329-379) and in the Proceedings for the following year (v. 17, pp. 51-60) the committee presents and discusses the draft of a proposed law to regulate the practice of pharmacy and the sale of poisons.

This early draft is too comprehensive to discuss in detail in a brief review of the subject, and it will suffice to say that the essential features of the proposed law are embodied in practically every one of the so-called pharmacy laws now on the statute books of the several States.

The first of the States to adopt the principles

of this draft was Rhode Island (Laws 1870, Chap. 856). In a number if not all of the State legislatures opposition appears to have developed on the part of representatives of the country districts and by far the greater number of the laws enacted during the remaining years of the decade from 1870 to 1880 were restricted to the regulation of pharmacy in the larger cities. In the proceedings of the American Pharmaceutical Association for 1872 (v. 20, pp. 150-161) the committee presents the laws adopted by the several State legislatures for the cities of New York, Philadelphia, Baltimore and San Francisco.

The Proceedings for 1873 (v. 21, pp. 506-508) contains a copy of the law passed in Ohio for cities of the first class, and the Missouri law, for the city of St. Louis, is presented in full in the Proceedings for 1874 (pp. 333-337) accompanied by a State law for Kentucky. During the remaining years of this decade five additional States adopted laws regulating the practice of pharmacy and during the decade from 1880 to 1890 no less than twenty-five States enacted laws of this type.

So far as known the Crimes Act of Pennsylvania (Laws 1860, No. 374) was the first American law to recognize the toxic and generally harmful character of morphine and the anticocaine law of Illinois (Laws 1897, p. 138) was the direct forerunner of our present-day anti-narcotic laws which, as now in force, generally follow the suggestions laid down in the "Draft of an Anti-narcotic Law" presented by James H. Beal at the meeting of the American Pharmaceutical Association at Mackinac Island in 1903.

The history of the evolution of laws designated to regulate the practice of pharmacy and to restrict the sale and use of poisons is reflected in detail in the several volumes of the Proceedings of the American Pharmaceutical Association, and the object of the present review is merely to call attention to the sequence of the development and to emphasize the important part taken by the members of the American Pharmaceutical Association, through the committees and sections of that association in safeguarding the best interests of the public by suggesting and endorsing legislation designed to restrict the promiscuous sale of poisonous and habit-forming drugs.

While the laws now in force are far from perfect, and while much remains to be done before the distribution and use of harmful and poisonous materials can be said to be adequately safeguarded, our thanks, and the thanks of the community at large, are due to the pioneers in the field who fought so valiantly for the recognition of pharmacy as a calling destined to take an important part in protecting the health and the lives of American people.—The Practical Druggist.

LOOSENING JAMMED STOPPERS.

1. Hold the bottle or decanter firmly in the hand or between the knees, and gently tap the stopper on alternative sides, using for the purpose a small piece of wood, and directing the strokes upward.

2. Plunge the neck of the vessel in hot water, taking care that the water is not too hot to split the glass. If the stopper is still fixed, use the first method.

3. Pass a piece of lint around the neck of the bottle, which must be held fast while two persons draw the lint backward and forward.

4. Warm the neck of the vessel before the fire, and when it is nearly hot, the stopper can be removed.

5. Put a few drops of oil around the stopper where it enters the glass vessel, which may then be warmed before the fire. Then apply process No. 1. If the stopper still continues immovable, repeat the above process until it gives way, which it is almost sure to do in the end.

6. Take a steel pin or needle, and run it around the top of the stopper in the angle formed by it and the bottle. Then hold the vessel in your left hand and give it a steady twist toward you with the right, and it will very soon be effectual. If this does not succeed, try process No. 5, which will be facilitated by it.

OBITUARY.

Toronto pharmacists will be sorry to hear of the death of T.A. Muir, of New Westminster. The late Mr. Muir was a graduate from the O.C.P., and went out to British Columbia twenty-five years ago. He took an active interest in pharmacy in his province, and besides this he was a worker in other spheres of work in and around New Westminster.

ONLY A RULE.

Weissfeld Bros., of New York, one of the largest manufacturers and distributors of uniforms in the world, are sending out to their customers and friends a very neat 6-inch rule bearing the words, "For fifteen years it has been a rule of our house to please you." It is a very useful rule, made of brass, and the figures and marks are easily read.

"Water Level All the Way," says an evening newspaper headline over a railroad advertisement. Persons who dislike the sight of the bumpy, cata-cornered water to be found along the lines of other railroads will have no doubt about the line to select for their trip.

DRUGGISTS' OWN PREPARATIONS.

(Continued from page 11.)

TOOTH ACHE REMEDIES AND EYE WATERS

Toothache gum it a good seller everywhere. This one is good.

Paraffin	4 oz.
Yellow Petrolatum	1½ oz.
Oil Cloves	1½ dr.
Creosote (creed not be bleeched)	2 dr.

Melt the paraffin and petrolatum; then add the other two ingredients. Stir well, let cool, and cut into small strips about one inch long and one-fourth inch wide. Wrap in wax paper and put into two dram long vials. This will cost 20 cents a dozen, and you can sell for 10 or 15 cents, as you see fit.

Toothache drops will sell everywhere. Here is one on which you can depend:

Oil Cloves	1 oz.
Carbolic Acid	1 oz.
Spts. Camphor to make	8 oz.

Put up in two-dram vials in carton, with wood toothpick. Sell for 10 or 15 cents if not in a large place. You can get 25 cents in some localities. The cost is 30 cents a dozen.

Eye water is a good seller. Here is one that will give satisfaction, and can do no harm:

Glycerite of Hydrastis	1 fl. dr.
Zinc Sulphate	8 grn.
Morphine Sulphate	8 grn.
Borax	15 Grn.
Glycerin	1 fl. oz.
Rose Water to make	8 fl. oz.

Put up in one ounce bottles and sell with dropper for 25 cents. The cost is 40 cents a dozen.

Tonic, Kidney and Blood Remedies.

A good tonic to sell in place of Kola tablets is this:

Iron Phosphate in powder	1000 grn.
Zinc Phosphide	50 grn.
Powd. Ext. Nux Vomica	250 grn.
Powd. Cantharides	125 grn.
Arsenious Acid	17 grn.
Powd. Ext. Damiana	1000 grn.

Mix dry and make 500 capsules. Put 25 in a box and sell for 50 cents. They will cost $1.10 a dozen boxes and can be sold for 25 cents if you care to. A white slide box should be used.

One of the greatest sellers the country over is the kidney remedy. Here is one that cannot be be beaten by anything sold, not even some of the high priced prescriptions:

Spirit Nitrous Ether	8 oz.
Lithium Citrate	1 oz.
Potassium Citrate	1 oz.
Epsom Salts	8 oz.
Fl. Ext Cascara Sag. Aromat	8 oz.
Tr. Hyoscyamus	8 oz.
Decoc. Urva Ursi and Pareira Brava, 6 p.c., to make	1 gal.

Put up in eight-ounce prescription ovals, wrap in parchment paper and sell for 50 cents. The cost is $1.40 a dozen.

In most sections there is the old-time idea of taking something "for the blood" in the Spring-time. It pays to encourage that idea. It will help your pocketbook and do the other fellow no harm. Here is a good blood remedy:

Epsom Salt	4 lb.
Cut or ground Poke root, cut or ground Culvers root, Senna leaves, Urva Ursi leaves, Pareira Brava root, of each	8 oz.
Potassium Acetate	8 oz.
Glycerin	12 oz.
Alcohol	12 oz.
Water, to make	1 gal.

Put the roots and leaves into a large vessel with four quarts of water; put on good fire and bring to a good boil, let cool, strain, pressing well; add the other ingredients and enough water to make one gallon. Put up in 12-ounce panel bottles in carton and sell for $1. The cost is $2.75 a dozen with cartons.

SALVES THAT PAY WELL.

Arnica and carbolic salves are every day sellers. Here is an arnica salve that will go well:

Yellow Wax	1½ oz.
Yellow Petrolatum	14½ oz.
Arnica Flowers	4 oz.

Melt the wax and petrolatum, add the arnica flowers and keep at a gentle heat for an hour, stirring often; then strain and pour into two-ounce boxes. Put in carton and sell for 25 cents. The cost is close to 50 cents a dozen, with cartons.

The carbolic salve is made as follows:

Yellow Petrolatum	16 oz.
Yellow Wax	2 oz.
Gum Camphor	1 oz.
Carbolic Acid in crystals	1½ oz.
Oil Sassafras	30 drops.

Melt the acid. Add to it the camphor and oil of sassafras. Melt the wax and petrolatum; add the other ingredients; stir well and pour into two-ounce tin boxes. Put in carton and sell for 25 cents. The cost is close to 55 cents, but you can make it for 40 cents as good as any.

Another ready seller is a menthol salve. Here is one that will be as good as any you can get:

White Wax	4 oz.
White Petrolatum	16 oz.
Menthol	1 oz.

Melt the wax and petrolatum; then add the menthol; stir well and pour into one-ounce tall oval jars and sell for 25 cents. You do not need a

(Continued on page 50.)

The "Sweet Babee" Nursing Bottle

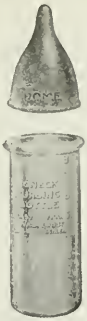
Pat. May 3, 1910

The "Sweet Babee" Nursing Bottle is easily washed on inside and requires no funnel to fill. The nipple is made in one piece and will not collapse, may be turned inside out and is easily washed.

The "Sweet Babee" is of the right size and will fit all sterilizers Endorsed by doctors and nurses.

Bottles and Nipples	$2.50 per doz.
Extra Nipples only	1.50 per doz.
Extra Bottles only	1.00 per doz.

These prices apply to the Sweet Babee and Noneck Bottles and Nipples.



The "Smico" Bottle Warmer

The "Smico" Bottle Warmer is an especially designed case provided with Aluminum Top, in which any style of Nursing Bottle and Nipple may be placed, for keeping milk warm or cold, as desired. It will keep hot milk hot or cold milk cold for several hours.

"Smico" Case is also a protection when traveling against breaking the nurser.

Price $2.50 per dozen.

The Noneck Nursing Bottle and Nipple

The Noneck Nursing Bottle is filled without a funnel and washed out on inside like a tumbler which make it hygienic in every respect. It is recommended by doctors and nurses. The nipple is reversible and without seams, which makes it easy to clean on the inside, and very hygienic.

MANUFACTURED ONLY BY

THE YANKEE CO., Utica, N.Y., U.S.A.

Canadian Agents: National Drug & Chemical Co.

BENGER'S Food

The food that "Assists Nature."

Benger's Food can be prepared to suit any degree of digestion. Old and young, weak and strong, enjoy and benefit by it, and leading physicians prescribe it :—

A Doctor's Testimony.

"I am a thorough believer in the food, and have had many years' experience of its excellence."

Brought up on Benger's.

"I am sending you a photo of my three children brought up on your food, and I am greatly thankful for the benefit I have received from it."

Benger's Food prepared with milk is a complete food

MANUFACTURERS BENGER'S FOOD, LTD. MANCHESTER ENG

Benger's Food is sold in tins and can be obtained through most Wholesale Druggists and Leading Drug Stores.

Gillett's Lye Cleanses.

It cleans thoroughly whether the dirt is visible or invisible.

Millions of people use it every day.

Sold by the best Druggists everywhere.

If your wholesale house will not supply you at list prices, send order to us, and we will ship goods direct.

Two other good lines

Gillett's Caustic Soda.

Gillett's Cream Tartar.

(Chemically Pure.)

E.W.GILLETT COMPANY LIMITED
WINNIPEG TORONTO, ONT. MONTREAL

"SPECIAL"

Notice to Drug Trade !

Dear Sirs,—

Please see that you have the latest "Pyralin Kut Kure" in your stock, something better than has been on the market before. It is essentially a Liquid Court Plaster of a very superior kind. It won't wash off. Can be had from all wholesale houses, or direct from us. To retail at 10c large tube. Order at once. Sample mailed on request.

The Arlington Co. of Canada, Ltd.

58 Fraser Ave. Toronto, Ont.

A TRIBUTE TO H. K. MULFORD CO.

Dr. W. A. Puckner, director of the chemical laboratory of the American Medical Association, investigated a number of the products furnished by twenty different pharmaceutical manufacturers and the degree of accuracy attained by each house was published in the Journal of the American Medical Association, September 13, 1913.

The results are given in detail and make it possible to summarize or classify them in various ways. For example, the average strength of all the preparations made by each house may be calculated. An objection to this method, however, lies in the fact that the preparations above strength, of any one house, might exactly counterbalance the ones under strength, and the house receives thereby a perfect mark.

A more accurate method consists in calculating the average deflection from normal of the preparations of each house, and rank the houses in the contest in the order in which the average deflection is the least.

A third method would consist merely in stating the highest and lowest deviation from standard found in the products of each house.

By whatever method the results are summarized the H.K. Mulford Co. heads the list for accuracy of products.

The preparations examined, namely, hypodermic tablets, morphine sulphate tablets, potassium iodide, solution of potassium arsenite, fluid extract of hydrastis and fluid extract of digitalis, should be divided in summarizing results, into two classes. The first four mentioned are amenable to exact chemical assay, and it is possible, therefore, to determine within a fraction of one per cent. the exact deviation from standard, or conversely, approach to perfection of these preparations. Their standards are definitely fixed, either by the pharmacopoeia or by the manufacturer's claim—100 per cent. of the claimed strength being the target at which each manufacturer aims.

The other preparation, however, namely, fluid extract digitalis, is one for which no definite standard of strength has been fixed. The preparation is official, but no assay processes have been provided by the Pharmacopoeia, so that a preparation made in strict accordance with the U.S.P. directions may vary enormously in activity. A limited number only of the houses chosen for this contest make any attempt to standardize digitalis preparations. A few, however, have adopted physiologic methods of assay in an attempt to put on the market preparations of uniform strength.

Even in the absence of a fixed and official standard of strength, it is obvious that a fluid extract of digitalis should have represented in each cubic centimeter, one gram of a good quality of drug.

Dr. R.A. Hatcher, of Cornell University Medical School, who examined the digitalis samples for Dr. Puckner, and made a special study of this drug for a number of years, is the inventor of the process by which these samples were examined, and is fully competent, therefore, to express an opinion as to whether a preparation does represent a digitalis drug of good quality.

Dr. Hatcher's results with the nineteen fluid extracts examined in this contest forced him to the conclusion that the fluid extract of the H. K. Mulford Company fully represented a digitalis drug of good quality, and that the next in value only possessed 65.8 per cent. of the strength of the Mulford preparation.

The H. K. Mulford Company Fluid Extract Digitalis was therefore taken as the standard, or 100 per cent. The other eighteen preparations ranged from 65.8 per cent. down to a minimum of 29.25 per cent.

It cannot be claimed by those whose fluid extract digitalis was found to be weak in comparison with the H. K. Mulford Company sample that the latter is too strong, because Dr. Hatcher states that the Mulford preparation represents a good quality of drug.

To the credit of all the firms, Dr. Puckner states that there was found no evidence of willful sophistication or adulteration in any product examined. He believes that none of the houses deliberately adulterate or sophisticate their standard drugs, but that the products of many of them are made by those "who are less competent and less skilled" than the others. It is the more complimentary to the H. K. Mulford Company, therefore, that it should attain the first place, with those who are doing their best to furnish standard articles. It is an emphatic endorsement of the competence and skill shown by the H. K. Mulford Company, and products of their manufacture.

A prominent bacteriologist who was also a lover of classic myths and legends was telling his little son, with all possible dramatic effect, the story of Pandora and her box. He ended with the following thrilling climax: "She lifted the lid and peeped in, and then what do you think came out?" The boy did not hesitate an instant.

"Germs," he cried promptly.

It was at a suffragette meeting. A woman was speaking bitterly of the many rights and privileges which the men enjoyed but which were so unjustly denied to the women.

"Say," broke in a male hearer, tauntingly, in a small, high-pitched voice that sounded well in proportion to his physical make-up, "wouldn't you like to be a man?"

"Yes," replied the woman; "wouldn't you?"

THE INFLUENCE ON CREDIT STANDING OF PROMPTNESS IN HANDLING CORRESPONDENCE.

Credits support commerce. Quite ninety-five per cent. of the total exchanges from buyer to seller in this country are upon credit terms, and we speak therefore of credits having become with us very extensive and complex.

The safety of business is dependent upon sound credits, and the soundness of credits is dependent upon the manner in which the confidence expressed in the credits is respected and honored by him who receives it.

Any failure upon the part of him to whom a credit is extended to appreciate that something is expected of him to preserve its integrity, that an obligation has been created which he must live up to, is a hurt to confidence, and this obligation involves more than an intention to pay,—it presumes that the receiver of a credit is not only honest, but has a respect for good order and system in business, one of the best assurances of being able to pay.

Regard for good order in business is very important in our complex and extensive credit system, for now but few sellers meet personally their customers. Credit granting to-day is largely influenced by the manner in which a merchant handles his business routine and the information upon a merchant's business methods is derived through exchanges between credit departments and from direct experience.

The development of co-operation which has made possible extensive credits, has made it impossible for a merchant to persist in bad business practices without the general knowledge of the trade.

Now, no bad practice in business exerts a more unfavorable influence upon the seller or grantor of a credit than that the buyer or receiver of the credit be negligent or indifferent in the acknowledgement of letters or other communications. Here is the one way which, in the absence of a personal acquaintanceship, a seller or creditor may size up the buyer or debtor; the seller's impressions, favorable or unfavorable, are largely determined by the promptness and manner with which the buyer handles his correspondence.

All letters from a creditor, no matter how unimportant they may seem, are entitled to an acknowledgement, and especially those that bear upon a past due account, the extension of a credit, terms, purchase and shipments. Again, any information or advice should be asked and rectification of errors brought up by the buyer or debtor without delay and an explanation promptly made if he is unable to fulfill the contract that is expressed or implied in extending him the credit.

The observance of good order in business will save unpleasant situations, the unnecessary withholding at times of confidence and accommodation, and will prevent a distrust which is of necessity created when a sound business rule is not respected.

We cannot express too deeply the need of prompt and systematic correspondence in maintaining a successful business and in saving credits from that disturbance which always ensues when bad practices are indulged. —Credit Topics.

A HARMLESS COLORING MATTER FOR CASTOR OIL.

In a paper read at the last meeting of the Pennsylvania Pharmaceutical Association, Mr. P. Henry Utech discussed the masking of the odor and taste of castor oil, and suggested that a small amount of coloring matter, of a harmless nature, would form a desirable addition to render its properties the least obnoxious. After experimenting with a number of vegetable substances yielding colors he decided that alkanet was the most satisfactory, and he gives the following method of preparing it for use and the method of employing it.

"A quantity of alkanet root, in number 30 powder, was subjected to a menstruum of acetone and thoroughly exhausted, and the resulting percolate evaporated to dryness on a water-bath at a moderate heat—not exceeding 55 degrees C. The extract thus obtained (anchusin) was then incorporated with a convenient amount of castor oil, which was then set aside for use as required. Of this latter mixture a sufficient quantity is simply added to the previously flavored oil to produce the desired color, which may vary from faint pink to deep carmine-red.

"We now prepare the flavored oil according to the following formula and simply call it

AROMATIC CASTOR OIL.

Benzosulphinide ... .0.5 gram
Oil of anise ....2.0 c.c. (mils)
Oil of sweet orange ....1.0 c.c. (mil)
Oil color..... ....enough
Castor oil, enough to make 1,000 c.c. (mils)

"Dissolve the benzosulphinide in the castor oil by the aid of a gentle heat (alcohol is not necessary). When cold, add the essential oils and oil color sufficient to make the desired shade.

"We put up this preparation in bottles holding 4 ounces and have no difficulty in getting 25 cents for it, whereas many of the trade packages retailing at the same price contain but 2 or 3 ounces. The cost of preparing the flavor, taste, and color as per above formula is less than 10 cents for 1,000 c.c."—National Druggist.

THE RUBBER STAMP AND THE MAGAZINES.

SOME REMARKS ABOUT ADVERTISED GOODS.

O. W. Cass, Crofton, Nebraska, in an article published in the Apothecary (Boston) describes a plan which he pursues that brings to him some of the benefits of the consumer advertising which is carried by the periodicals of the country.

He sells magazines, and has a small rubber stamp reading as follows:

"You can get this of O. W. Cass,
Druggist."

This has a border around it, terminating in an arrow point. He goes through the magazines and puts this stamp on everything advertised that he sells.

This shows that Mr. Cass is using the gray matter of his brain to make the most of all the trade opportunities which come his way.

It is a very suggestive idea and directs attention to an opportunity that is full of possibilities to retailers—to some in a large measure and to some in a small measure—but to all in some measure.

How large the measure of advantage shall be depends upon limitations of locality and environment which cannot be altered but also upon limitations of stock and individual effort which can be altered.

The newspaper and periodical press is creating a demand for drug store articles of general consumption in the homes around every drug store. Much of this demand gravitates toward the drug store of the locality.

Is it not worth while to make an effort to steer this trade toward your store?

First the druggist must keep in touch with the general advertising that is appearing. Then he must stock up on the lines that are effectively advertised. And finally, he must advertise the facts somehow that he has the advertised goods.

The retailer, after all is said and done, can make or mar the success of general advertising. It is his work in the last chapter of sales by advertising that puts upon the whole action the stamp of success or failure.

We know of only one reason why any dealer should stand behind his counter and use his position of advantage to defeat a general advertising campaign, and that reason we believe is a steadily diminishing one. It is that the manufacturer of the article advertised has not planned to give the retailer a living profit, or if he has planned to do this, has failed to protect this profit either through inability to do it, or indifference.

This is a serious break in the chain of mutual interest and in view of the volume of business at stake, it behooves advertiser, advertising medium and dealer to exercise all the wisdom and skill they have in an effort to make the chain strong where it was weak.

The time has gone by when the retail trade can be driven to the counter to make sales of nationally advertised goods merely for the sake of making sales and because the demand created by general advertising comes to their counters.

It must be good business for the dealer or he wants none of it.

Fortunately the advertisers and the general advertising mediums are recognizing the strength of the retailer's position more and more and his interests are included in their general plan.

The retailer should make every concession he can. He should remember that large returns are made on quick turn-overs of stock. Advertised goods repeat fast. Private label brands that are unadvertised sell slow. Quick sales, quick profits and a rapid turn-over of your investment in merchandise is what you are after.

A druggist's ultimate profit is greater on products of sufficient quality to cause the consumer to use them regularly than on items so poor that only one sale is effected.

Success in the drug business is built up on satisfied customers. It pleases customers to know you have in stock goods they ask for. To have private label goods forced on them as "just as good" as the advertised brand they called for is displeasing to their intelligence and unconsciously suggests that you are not looking after their interests. Satisfied customers pay large profits.—Ex.

SOME SELECTED HOT SODA FORMULAS

A GOOD HOT CHOCOLATE SYRUP.

Place four pints of water in a double boiler and add one pound of the best unprocessed cocoa and allow to stand until the cocoa is entirely moistened, then stir thoroughly and add three pints of water, and cook for one hour, stirring occasionally, then add four or five pounds of sugar and stir until it is dissolved, continuing the cooking from thirty to sixty minutes (we give a choice of sugar quantities here simply to indicate that the same may be varied to suit the individual taste; some prefer a sweeter syrup than others), remove from the fire, and set aside to cool. When cool add one to two ounces of the best Mexican vanilla extract, and strain through a double thickness of cheese cloth. This gives you a rich, smooth syrup, the cocoa being dissolved as nearly as possible. The amount of vanilla used must depend both upon your personal taste and upon the strength of the product. We have found extracts of which an ounce was plenty, while of others it required two or even three, and then the result was not satisfactory. A fact revealed to the writer long ago was that it is not economical to purchase cheap goods. To

Glaxo

All, or almost all, of the retail druggists of Canada are doing all in their power to encourage price protection.

Have you yet commenced to sell Glaxo—

THE ONLY

PRICE-PROTECTED INFANT'S FOOD

IN CANADA

If not, will you do so NOW. You will be repaid, both by the extra profit and by the satisfaction of your customers.

Send for full information to

G. W. Davey & Co. 201 Lindsay Building, Winnipeg
34 Victoria Street, Toronto
184 Peel Street, Montreal

SANITARY TOWELS

INCOMPARABLE IN QUALITY AND PRICE

SUPPLIED TO ALL PARTS OF THE WORLD.

TRADE MARKS
'REMBRANDT'
AND
'SUNBEAM'

Sole Manufacturers
H. W. Bush & Co.
Limited
Rembrandt Works
LONDON, (ENG.)

Show Rooms
THE RICHARDS GLASS CO., Ltd
182 Adelaide Street West, - - TORONTO, CANADA

HOW IS YOUR STOCK OF

WILSON'S INVALIDS' PORT

(a la Quina du Perou)

Our advertising campaign this season will be more extensive, by far, than previous years. Be prepared to reap the benefit of this campaign.

Replenish Your Stock

Wilson's Invalids' Port is prepared from the rich juice of selected Oporto grapes and extract of Peruvian Cinchona Bark, absolutely no alcohol or any other ingredients are added.

Wilson's Invalids' Port Agency
87 St. James Street, Montreal

A Square Deal
To Everyone

CORSON'S PERFUMES

—AND—

TOILET REQUISITES

Give a fair profit to the druggist and fair value to the user.

Sovereign Perfumes, Ltd.
146-148 Brock Ave.
TORONTO

THE NEW NON-ROLLING STERILIZER BOTTLE

"IT" STANDS GOOD. "IT" LIES QUIET.

It is made in beautiful white flint glass, is handsome, and sells. It can be obtained through your regular Jobber, and lettered with your name if desired.

T. C. WHEATON CO.

Expert Bottle Blowers - MILLVILLE, N. J.

It goes without saying that no stock is complete without

Mrs. Winslow's Soothing Syrup for Children Teething

First introduced in 1849. It is now favorably known and sold all over the world.

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Do You Want Window Letters or Any Kind of a Sign?

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J. E. RICHARDSON & CO., 147 Church St., TORONTO, ONT.

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Manufacturers of Up-to-date Surgical and Pharmaceutical Plaisters of every variety

India-Rubber Combination Plaisters

Strengthening Capsicum and Belladonna of guaranteed B. P. and B. P. C. Strengths.

Surgeons' Rubber Adhesive on Metal Spools
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DRUGGISTS

DOUBLE THEIR INCOMES AND TREBLE THEIR PROFITS

by the knowledge gained from our college or correspondence course in Ophthalmology.

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serve properly use one to one and one-half ounces of this syrup to an eight-ounce mug and fill with hot milk. Mix thoroughly and top with whipped cream. If you do this you will produce the best cup chocolate that can be made. If you follow these directions carefully and do not obtain the desired results you may be sure that the fault lies with the material and not with the formula.

FINISHED COFFEE.

The most common and the best method for general use is what is known as the French drip method. Place from six to ten ounces of ground coffee in the "coffee bag" and place it in the top of your hot coffee urn, as you have a special urn for making finished coffee.

Then there are two methods that you can use; they are known as the cold and hot.

The hot method means that you have the water boiling when you pour it over the coffee, so that the steam can penetrate to every portion of the coffee and extract the flavor. Pour through the coffee two or three times. This is the most common method and believed by many to be the best.

The cold process means that you pour the water through cold and let it come to a boil and pour through the coffee several times. They claim for this process, though a little slower than the hot, that it prevents the coffee from having the bitter taste so often noticed in restaurant coffee. When you have obtained the desired strength remove the bag with the grounds, and the coffee is ready to serve.

To serve, all you have to do is to draw into a cup and serve. Some like their coffee with half hot milk or one-fourth hot milk. In such cases draw the hot milk first and the coffee last. Nothing, adds so much to a cup of good coffee as a little sweet cream, and we would say that it would be best to give an individual jug of cream with each cup.

Should your finished coffee prove to be too strong, you can weaken it by the addition of hot water. If you serve coffee with cream, it should not be quite as strong as where you use half hot milk and half coffee. No set rule can be given in this matter. After making and testing once or twice you will know just how much ground coffee to use to a gallon of water to give you the desired results.

AROMATIC BEEF BOUILLON.

Into a hot mug draw two teaspoonfuls of the following extract and fill with hot water. To make the extract cook one onion, half ounce of curry powder and half ounce of whole black peppers in a pint of water until the strength of the onion is exhausted. Strain and add one pint of liquid extract of beef, three ounces of salt, three drams of Worcestershire sauce and two teaspoonfuls of caramel and mix thoroughly.

BEEF AND CELERY

To a beef tea add a few dashes of tincture of celery seed while preparing it. When serving place the celery salt on the counter, as the customer may desire it stronger of the celery. If you do not have celery extract, the celery salt can be used entirely.

CLAM BOUILLON.

Into a hot soda mug draw one and a half ounces of clam bouillon (no less; more if anything) and about ½ ounce of sweet cream (no more). Season to taste with salt and pepper and fill with hot water. Two drops of Tobasco sauce improves most clam drinks.

CLAM BROTH.

Pour one and a half ounces of clam bouillon into a hot soda mug and season to taste with salt and pepper. Fill with hot water and add a small piece of butter.

MALTED MILK CLAMETTE.

Pour two ounces of clam bouillon into the mug, into this mix a heaping teaspoonful malted milk, add a little salt and fill with hot water and top with a little whipped cream.

A CHICKEN BOUILLON FOR 5 CENTS.

This has been made possible by the chicken bouillon cube which is new this season. Prepare it as follows, and you will find it very good. Dissolve the cube in a little water, add two teaspoonfuls of cream, the least bit of red pepper, and a little powdered cinnamon, and fill with hot water.

TOMATO BOUILLON.

This is rapidly becoming one of the leaders, especially at those fountains at which it is served as a finished beverage. It will pay you to serve this if no other finished bouillon. The equipment necessary is a small gas plate and an aluminum double boiler. Buy some good newly-made tomato soup. This is really the quickest and cheapest way. Buy the large cans. Use one part of soup to two parts of water, add salt (about a teaspoonful), pepper (about ¼ teaspoonful), ½ teaspoonful of mixed spices and a dash of red pepper, serve hot with salt crackers. If you want something even richer, use one-third less water and you will have them all talking about your tomato bouillon. It's a winner.

TOMATO BISQUE

Put a heaping teaspoonful of malted milk into a hot soda mug; add two teaspoonfuls of cream, and make into a paste, using a little hot water if necessary, and fill with the finished bouillon. Those who use a concentrated tomato bouillon can prepare this by adding an ounce or more of the concentrate after the malted milk is dissolved, then filling with hot water and seasoning to taste.

BEEF CUBE SOUP

Put a beef cube into a mug and add three drops of Worcestershire sauce and one drop of tobasco sauce. Fill with hot water, and stir until the cube is dissolved.

BOUILLON MONGROISE.

Put a beef cube into a cup and dissolve in hot water. Add two teaspoonfuls of tomato catsup and one-half ounce of cream. Fill with hot water, and season to taste with pepper and salt.

HOT EGG MALTED MILK CHOCOLATE.

Into a mixing glass draw one and a half ounces of chocolate syrup; into this break an egg and add an ounce of sweet cream and two teaspoonfuls of malted milk. Shake thoroughly and strain into a clean ten-ounce glass and fill with hot water.

EGG CLARET, HOT

Into a mixing glass draw one ounce of orange syrup and one ounce of claret wine. Into this break an egg. Shake thoroughly and strain into a clean ten-ounce glass, and fill with boiling water. Claret syrup or powdered sugar may be used in place of orange syrup.

EGG CONSOMME, HOT

Into a mixing glass break an egg and add two teaspoonfuls of liquid beef, one ounce of sweet cream, and season with salt and pepper. A little tincture of celery seed and mixed spices may also be added. Shake thoroughly and strain into a clean ten-ounce glass and fill with boiling water.

EGG AND GRAPE JUICE, HOT.

Into a mixing glass draw one ounce of orange syrup. Into this break an egg and add one ounce of grape juice. Shake thoroughly and strain into a clean glass and then fill with boiling water.

EGG AND MILK, HOT.

Into a mixing glass break an egg and add one ounce of sweet cream and two teaspoonfuls of powdered sugar (a flavored syrup can be used if so desired); season with grated nutmeg and shake thoroughly; strain into a clean ten-ounce glass and fill with hot milk.

EGGNOGG, HOT.

Into a mixing glass draw one ounce of Don't Care Syrup. Into this break an egg, season with nutmeg and a dash of Jamaica ginger, then shake thoroughly; strain into a clean glass and fill with boiling water.

TOMATO CLAM BROTH

Into a hot soda mug draw one ounce of tomato bouillon and one ounce of clam juice or one and one-half ounces of clam juice and one-half an ounce of tomato catsup and add a dish of cream. Season to taste and fill with hot water. Into this place a small piece of butter and serve.

CREAM OF TOMATO BOUILLON.

Into a mug pour one ounce of tomato bouillon and add one teaspoonful of liquid beef and one-half ounce of sweet cream. Season to taste and fill with hot water.—North-Western Druggist.

LITTLE STOMACH.

Little stomach wakes up bright,
Feeling good—slept well all night.
Master sends his breakfast down—
Bacon, eggs, and coffee brown;
Little stomach goes to work
To digest without a shirk;
Breakfast scarcely finished when
Here comes lunch for two brave men.
Little stomach onward toils
Thro' the fricassee and broils,
Then, as if to get his goat,
Comes a dinner table d'hote;
Everything from soup to nuts;
Master is the king of Mutts:
Dinner measures two hours' long—
Twixt the courses wine and song;
Not the sparkling champagne drink,
But a wine a la red ink;
Little stomach knuckles down
To his task without a frown;
Works like fury there below
While good master sees a show.
Table d'hote is stowed away,
Little Stomach's earned his pay.
"Now I'll rest till morn," says he;
But, alas, that's not to be;
Just as he curls up to sleep
Comes a highball, broad and deep,
Crying: "Cheer up, little Tum!
More to follow! Here I come."
Then the brothers Gin stand pat,
Tom and Gordon are their names;
Most illustrious are their frames;
Lobster salad is the next;
Little stomach is quite vexed.
Holy Smoke! Hang Haman high!
Splash—a quart of extra dry!
Little Stomach now is peeved,
Hurt, indignant, sorely grieved.
Joke's a joke when it's at par
But this joke has gone too far.
Little Stomach thus doth quote:
"By my sacred stomach oath,
I'll get even with this gink
For this too excessive drink."
(The Morning After.)
"Oh, my poor, dear, aching head!
Would to goodness I were dead.
Oh, so very sick am I,
Joy 'twould give me just to die:"
Little Stomach laughed with glee;
"Serves him right, Ho-ho! Tee-hee!"

SYRUP OF HOARHOUND.

Geo. M. Beringer.

There has arisen some demand for a syrup of hoarhound, not only among the laity, but among the physicians who at times prescribe it as an ingredient in cough mixtures. In the absence of a standard formula, I believe it has been the custom of druggists to dispense a syrup made by mixing fluidextract with syrup following the formulas printed on the labels by the pharmaceutical manufacturers.

The syrup made in this way is not always clear and varies considerably in aroma and strength when made with fluidextracts of different manufacture.

In the course of the experiments on fluidglycerates the writer was pleased to note that marrubium was one of the drugs that could be extracted with the glycerol-water menstruum. Having occasion, during the past winter, to supply syrup of Hoarhound in considerable quantities to dispensing physicians, experiments were carried on to determine if this syrup could not be made direct from the drug without the use of any alcohol. As a result of these experiments the following formula was adopted and yielded a stable preparation that was entirely satisfactory:

SYRUP OF HOARHOUND

Take of Hoarhound ground in No. 20 powder ... .200 Gm.
Sugar ....750 Gm.
Glycerin..... ....125 Cc.
Water, a sufficient quantity.

Mix the glycerin with 375 cc. of water and moisten the drug thoroughly with sufficient of the mixture, then pack lightly in a percolator and add enough menstruum to saturate and leave a layer above the drug and macerate for 24 hours. Then percolate slowly, using the balance of the menstruum and then warm water till extracted. Reserve the first 500cc. of percolate and evaporate the remainder to 100cc., then add the reserve and dissolve the sugar in the liquid, using slight heat if necessary. When cold add sufficient water to make the preparation measure 1000cc. and strain.

Syrup of Hoarhound so made is clear, brown in color and possesses the characteristic bitter and aromatic taste of the drug and after keeping for more than six months has shown not the least tendency to change.—Midland Druggist.

KENT-McCLAIN AGAIN.

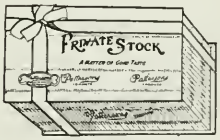
Messrs. Hawkins, Limited, of Hamilton, have installed a handsome new line of silent salesmen. These are in Kent-McClain's (Toronto Show Case Co.) celebrated "Minton" design and of mahogany. They include the new "Savoy" candy case, as well as the indispensable "Trianon" combination counter, silent salesman and stock cabinet.

Purple Royalé Package

A Self Starter! needs no Cranking or Pushing

Sells in your store at $1.50 the Pound.

PRIVATE STOCK



"The Gold Box of Quality.

A ready sale at $1.00 the Pound.

FRUIT SUNDAES

$1.00 the Pound.

Luscious whole and cut fruits in liquer cream and double dipped in Patterson's Chocolate.

¶ Make Patterson's Chocolates your leaders and you will find profitable business flowing to your store.

Write to-day for Special Dealer's Proposition

Patterson's
TORONTO

IS CASTILE SOAP OLIVE OIL SOAP?

Castile is the central province of Spain and Old Castile was the first ground recovered by the Spanish from the Arabs. It is named Castile on account of being the "land of castles." The language of the Castilians is the literary language of all the Spanish speaking people. It was here that Castile soap originated and some of the factories established in the eighteenth century still exist to-day. The original Castile soap was manufactured from olive oil and soda, or rather Barilla, an impure sodium carbonate obtained by burning various land and marine plants. On account of its great purity, as well as its high price, Castile soap was at first used by the royalty of entire Europe, and its use has consequently spread all over the world. In the course of time other factories were established for the manufacture of "Castile" soap, especially in Italy and at Marseilles, France.

On numerous occasions the pharmaceutical and chemical literature records adulteration of Castile soap. The United States Pharmacopoeia of 1890 recognized the synonym "White Castile Soap" for the official soap prepared from soda and olive oil. This title, however, was relegated to the index of the U.S.P. VIII. In a paper read before the Ohio State Pharmaceutical Association, and published in an issue of The Practical Druggist, B. Azor Thurston again points out that out of eight samples which were analyzed only one came up to the standard of the U.S.P. We are greatly surprised to learn from the different communications which the author has received, that the various manufacturers of Castile soap to-day consider it perfectly legitimate to use other vegetable oils besides olive oil in the manufacture of Castile soap. Is it possible that the soap of the proud Castilians, the soap which has a history for several centuries, is degenerating in our present enlightened age to a soap made from other, frequently inferior, oils and fats? It is certainly desirable that when the market is flooded with various mongrel soaps masquerading as "Castile Soap," that the coming revision of the U.S.P. should adopt this title into the text of the Pharmacopoeia, so as to provide a standard. In the opinion of the editor, it is also desirable that the U.S.P. should recognize the title, "Olive Oil Soap" which is a true descriptive title for this soap.—Practical Druggist.

PURE MILK.

After many years of sterilizing, pasteuring, etc., we are now told that it is no longer necessary to do this to ensure immunity from tuberculosis. According to a report from London, England, investigations, extending over a number of years, have been conducted, and the authorities have formed the opinion that tuberculosis was not conveyed by milk from cattle to human beings.

In the report submitted, not only do the medicinal authorities attest to the harmless effects of milk in its "raw" state; but the report goes on to say that sterilized or condensed milk, develops tuberculosis of a bovine type. Dr. R. L. Bond, who has been instrumental in conducting this investigation, says: "Children fed on sterilized milk were found to be weak and ill-nourished."

The question now arises as to whom shall we believe? Doctors, yes, some of the most famous physicians, have been telling us during the past few years how important it is to boil or sterilize milk before taking. As an instance, we quote one of the best medical experts in Europe. "Mothers, who are anxious that their children should become strong and healthy should boil all milk and water before taking. After the children have arrived at the years of discretion see to it that you inculcate into their minds the absolute necessity of boiling or sterilizing milk before taking; it is just as important when they are 14 or 15, as when they are infants."

So now the position is this:—The man who has been drinking milk in the "raw" state for the past five years or so is just as well off as the man who has boiled or sterilized every drop of milk he has consumed.

Cow's milk is as natural a thing as a potato, and providing the cow and her surroundings are clean, and also the man who does the milking, there appears to be no more need to sterilize milk than to sterilize bacon.

If the Government would spend more time and a little money in organizing a thorough inspection of all the premises of milk vendors, it is quite possible that the tuberculosis trouble would vanish to a great extent.

George Clarke, a celebrated negro minstrel, on one occasion, when being examined as a witness, was severely interrogated by a lawyer.

"You are in the minstrel business, I believe?" inquired the lawyer.

"Yes, sir," was the reply.

"Is not that rather a low calling?"

"I don't know but what it is, sir," replied the minstrel, "but it is so much better than my father's that I am rather proud of it."

The lawyer fell into the trap. "What was your father's calling?" he inquired.

"He was a lawyer," replied Clarke, in a tone that sent the whole court into a roar of laughter as the discomfited lawyer sat down.

Formulary

SYRUP OF COLTSFOOT.

Coltsfoot flowers, fresh..... ... 1 part.
Water at 50 deg. C. (125 deg. F.) 3 parts
Boiling water .... 2 parts.
Sugar, sufficient.

Pour the warm water over the flowers, let macerate for two hours, keeping up the temperature during the time, then strain and express with gentle pressure. Treat the residue with the boiling water and let remain at boiling temperature on the water-bath for twelve hours. Strain off through linen with pressure, unite the colates, and filter. Finally add twice the weight of the liquid of sugar and dissolve with gentle heat.

SOLUTION OF PEPTONIZED IRON AND MANGANESE

Peptonized iron and manganese 40 grams
Brandy ....100 grams
Alcohol .... 75 grams
Syrup ....200 grams
Aromatic tincture ....
Tincture of cinnamon ....
Tincture of vanilla of each..... 4 grams
Acetic ether .... .5 gram
Distilled water to make .....1000 grams

Dissolve the peptonized iron and manganese in 550 grams of boiling water ; after the solution has cooled add the mixture of the remaining substances gradually, and then the remainder of the water.

COD-LIVER OIL JELLY.

Cod-liver oil, 5 fluid ounces ; best isinglass 2 drachms ; sugar (white) powdered 1½ ounces ; oil of bitter almonds, 4 drops ; oil allspice, 2 drops ; oil cinnamon (Ceylon), 4 drops ; Aqua, 1 fluid ounce.

Place the cod-liver oil, isinglass and water in a suitable vessel over a water-bath, apply sufficient heat to melt the isinglass ; then add the sugar, the essential oils having been mixed with it by trituration, and remove from the fire, stir the mixture as it cools until it thickens. When it is cold you will have a firm jelly which will keep without spoiling for any length of time if put in well corked bottles or jelly cups and covered with paraffine.

The consistence of this jelly is such that it may be taken in water, milk or wine, without tasting the oil.

A COLORLESS SOLUTION OF HYDRASTIS.

Hydrastine hydrochlorate .....30 grains
Aluminum chloride ....30 grains
Calcium chloride..... .....15 grains
Magnesium chloride ....15 grains
Potassium chloride .... 5 grains
Dilute hydrochloric acid... .....15 minims
Distilled water .... 8 ounces
Glycerine O.S..... ....16 ounces

Dissolve all the salts in the water, add the dilute hydrochloric acid and lastly the glycerine and filter.

MOUTH WASH TABLETS.

Heliotropin .... 2 grains
Saccharin .... 5 grains
Salicylic acid .... 20 grains
Menthol..... ....200 grains
Milk sugar .... 3 ounces

Make into 1000 tablets. If it is desired to have a colored solution, eosine, indigo-carmine or chlorophyl may be added. One tablet in a glass of water makes a mouthwash.

HAIR DYES.

1.—(a) Pyrogallic acid .... 1 dram
Alcohol .... 4 fluidrams
Water .... 4 fluidrams
(b) Silver nitrate..... .... 1 dram
Water .... 4 fluidrams
Ammonia water ....sufficient.

Dissolve the silver nitrate in the water and add just sufficient ammonia water to redissolve the precipitate formed, then add :

Water to make..... .... 1 fl. oz.

2.—(a) Silver nitrate..... .... 2 drams
Copper nitrate..... ....12 grains
Water .... 2 fl. oz.
Ammonia water ....sufficient.
(b) Pyrogallic acid ....40 grains
Acetic acid ... . 2 fluidrams
Alcohol ....12 fluidrams

3.—(a) Silver nitrate .... 4 drams
Ammonia water ....sufficient
(b) Pyrogallic acid..... .... 2 drams
Cologne water..... ..... 4 fl. oz.
Gallic Acid..... .... 2 drams
Water..... .... 4 fl. oz.

4.— Pyrogallic acid..... ..... . 1 dram
Copper chloride..... ..... 2 drams
Nitric acid..... .... 5 drops
Distilled water .... 6 fl. oz.

JABORANDI HAIR-TONIC.

R. J. S.—It is far preferable to use pilocarpine in hair tonics than the fluid extracts of jaborandi, both on account of the odor and on account of the sightliness of the preparation. We append formulas for both kinds of preparations ; perhaps one of them will answer your purpose :

1.—Quinine sulphate .... 20 grn.
Tincture Jaborandi..... ..... 1 fl. oz.
Glycerin .... 1 fl. oz.
Cologne water..... .... 2 fl. oz.
Bay Rum .... 2 fl. oz.
Rose Water .... 11 fl. oz.
Dil. Sulphuric Acid... ....sufficient

2.—Quinine Hydrochlorate... ..... 15 Gm.
Tartaric Acid..... .... 8 Gm.
Fld. Ext. Jaborandi .... 50 Cc.
Tincture Cantharides .... 100 Cc.
Glycerin .... 300 Cc.
Triple Ext. Jockey Club ..... 100 Cc.
Alcohol..... ....1000 Cc.

3.—Pilocarpine Hydrochlorate ..... 4 grn.
Oil Rosemary..... .... 1 fl. dr.
Oil Bergamot .... 1½ fl. dr.
Oil Lavender .... 1½ fl. dr.
Stronger Water Ammonia..... ... 3 fl. dr.
Tincture Cantharides..... ..... 3 fl. dr.
Castor Oil..... .... 2 fl. oz.
Alcohol..... ....to make 20 fl. oz.

4.—Pilocarpine Nitrate .... 4 grn.
Tincture Cantharides .... 4 fl. dr.
Cologne water .... 4 fl. oz.
Bay Rum... ....to make 1 pint.

James K. La Grange: A very good formula for a combination Rose finger nail, lip and face salve is as follows:

White wax..... .... 1 dram
Spermaceti..... .... 1 dram
White Vaseline .... 1 ounce
Lanolin .... ½ ounce
Steric acid..... .... 2 drams
Acid benzoic .... 10 grains
Oil rose .... 10 drops
Eosine..... .... 20 grains
Mix.

SHAVING CREAMS FOR COLLAPSIBLE TUBES

1.—Curd soap..... .... 8 ounces.
Expressed oil almond..... ... 2 fl. oz.
Glycerin .... 1 fl. oz.
Spermaceti..... .... ½ ounce.
Potassium Carbonate... ..... ¼ ounce.
Water..... .... 1 pint.

Cut the soap into shreds and dissolve it by the aid of a water-bath in 14 fl. oz. of water. Dissolve the spermaceti in the almond oil, and while warm mix it with the glycerin potassium carbonate, and the remainder of the water. Transfer to a warm mortar, gradually incorporate the warm soap solution, and continue to stir until a smooth paste is obtained. With this incorporate any suitable perfume.

2. Lard..... .... 7 parts.
Potassium hydroxide..... ..... 1 part.
Water .... 3 parts.
Glycerin .... sufficient.
Perfume ....to suit.

Melt the lard in a porcelain dish over a small water bath; dissolve the potassa in the water and run the solution very slowly into the melted lard, stirring continually until saponification is complete, and then add the glycerin in sufficient quantity to render the mass soft enough to be adapted for collapsible tubes. A pearly appearance may be given the finished cream, when the glycerin is omitted, by trituration in a mortar with, say, 2 fl. dr. alcohol to each pound.

MENTHOL SHAVING CREAM.

Tragacanth, 18 parts; warm water, 1576 parts; glycerin, 68 parts; alcohol, 84 parts; menthol, 4 parts. Add the tragacanth to the water and let stand over night. Beat thoroughly and squeeze through cheese cloth. Dissolve the menthol in the alcohol and glycerin, then beat all together. Perfume with any desirable odor, rose, lavender, benzoin or violet. The mixture may be further diluted with distilled rose water or plain water.

ANTISEPTIC AFTER SHAVE LOTION.

Flax Seed... .... 160 parts.
Acid Boric... .... 8 parts.
Acid Carbolic..... .... 12 parts.
Alcohol ....192 parts
Glycerin ... .128 parts.
Cologne water... .... 16 parts.
Water to make..... ....1500 parts.

Dissolve the boric acid in 1,000 parts of water and in the solution macerate the flaxseed for three days, agitating the liquid frequently. Strain through coarse muslin and to the colate add the glycerin, carbolic acid, alcohol and cologne water in the order named. Agitate well and let stand for 24 hours, then strain, and if necessary add sufficient water to make 1,500 parts.

BAY RUM AFTER SHAVE.

Bay rum .... 48 fl. ounces.
Glycerin .... 8 fl. ounces
Extract of violet..... .... ½ fl. ounce.
Rose water, enough to make 64 fl. ounces

Mix, and filter if necessary. A splendid lotion also for chapped hands and the face, and excellent for use after the bath.

BAY RUM.

A good and cheap product for barbers' trade is made, according to H. C. Bradford, according to the following recipe:

Oil of bay..... .... 3 drachms.
Tincture of capsicum..... ... 2 drachms
Acetic ether..... .... 2 drachms
Alcohol .... 32 ounces.
Water..... .... 96 ounces.

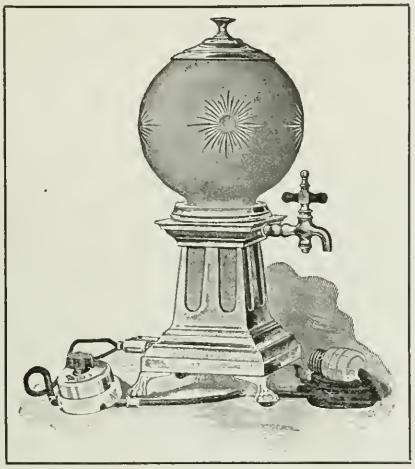
Mix all the ingredients, except the acetic ether, which is only added after filtering. The preparation is usually colored yellow.

LOTIONS FOR CHAPPED HANDS

1.—Carbolic acid..... .... 0.6 Gm.
Glycerin .... 80 Gm.
Water..... ....100 Gm.
Perfume..... ....to suit.

2.—Zinc oxide... .... 1.3 Gm.

Instantaneous Electric Water Heater



Capacity, 3 quarts.

Water is heated one or more cupfuls at a time. Water boils in 45 seconds.

No expense between drinks.

J. J. McLAUGHLIN, Limited, Toronto and Edmonton

HORLICK'S MALTED MILK TRADE m.m MARK

DOES THE WORD

PROFIT

interest you? If so dispense at your Fountain

HORLICK'S MALTED MILK

The results are Satisfied Customers, Increased Trade, More Profits.

HORLICK

Advertised, Popularized and Created the demand for the Standard Soda Fountain Beverage

MALTED MILK

Attractive Advertising Matter on Request.

HORLICK'S MALTED MILK CO.

Racine, Wis., Montreal, Can.

RAZORS

STEVENS'

Safety and Regular Patterns

Although the Safety Razor has increased in sale enormously, there is still a considerable number of the regular pattern Razor sold.

The following are a few of our best selling lines of the regular pattern:

DAMASCUS, highest quality,	$18.00
SURGICAL STEEL, 5-8 in. blade,	13.80
SURGICAL STEEL, 1-2 in. blade,	12.00
KAISER (German Ground)	8.00
KING SHAVER,	9.00
MAJESTIC,	6.60

You will find our Razors a profitable line to handle. We guarantee to sell them only to the Druggist, and you are not drawn into competition with the departmental or hardware stores.

We supply a Display Case with each half dozen.

THE J. STEVENS & SON CO. Limited

145 Wellington St. W., Toronto, Ont.

Winnipeg, Man. Vancouver, B. C. London N., England.

	Tannic acid	1	Gm.
	Powdered camphor	1	Gm.
	Glycerin	100	Gm.
	Tincture benzoin	2	Gm.
	Rose water	60	Gm.
3.	Glycerin	240	Gm.
	Quince seed	2	Gm.
	Deodorized alcohol	140	Gm.
	Oil rose	1	Gm.
	Hot water	630	Gm.

Pour 240 Gm. of the water upon the quince seed.

"GODFREY'S DRUG STORE, MEDICINE HAT, SHOWING INTERIOR WORK MANUFACTURED AND INSTALLED BY KENT-McCLAIN, TORONTO.

agitate well until a mucilage is formed, and strain through muslin. Pour the remainder of the hot water into a bottle, add the rose oil and shake well. Finally add the alcohol, in which enough aniline red has been dissolved to impart a light rose tint.

GODFREY'S DRUG STORE, MEDICINE HAT.

The illustration herewith is from a photograph of Mr. J. B. Godfrey's store—known as Godfrey's Drug Store—in Medicine Hat, Alta. This store, which was opened some few months ago, is a good example of interior fitting as applied to a long, narrow floor space. The single row of show cases to the left of entry, of all-glass construction with marble base, are of the graceful design known as "Minton." At the further end of the line is a "Trianon" combination show case, counter and stock cabinet.

The whole is in rich, quarter-cut golden oak "Satin" or dull finish, and was built by Kent-McClain (Toronto Show Case Co.) Toronto.

KENT-McCLAIN AGAIN.

Mr. J. H. Poutney has opened a new drug store in Wychwood and has again gone to Kent-McClain, Limited, (Toronto Show Case Co.) for his fixtures. He has a beautiful outfit in "fumed Oak," with cases of the new "Dresden" design.

New York Pharmacal Association's
PREPARATIONS

Lactopeptine Powder (oz. bots.) Lactopeptine Powder (½ lb. bots)· Lactopeptine Tablets
Lactopeptine Elixir, Plain Lactopeptine Elixir, Bismuth
Lactopeptine Elixir, Iron, Quinine and Strychnia
Lactopeptine Elixir, Gentian and Chloride of Iron

Arlington Chemical Co.'s Preparations

Beef Peptonoids (Powder) Peptonoids, Iron and Wine
Liquid Peptonoids
Liquid Peptonoids with Coca Liquid Peptonoids with Creosote
Phosphagon

Palisade Manufacturing Company's
PREPARATIONS

Borolyptol Velvet Skin Soap Hemaboloids
Kola-Cardinette Velvet Skin Powder

R. L. GIBSON, General Agent
88 WELLINGTON STREET W., TORONTO.

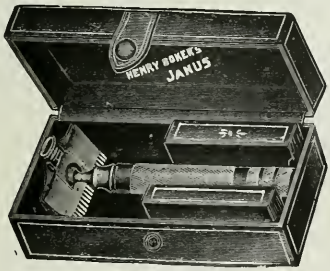
NOTHING CAN BEAT THE DUTCH
VICTORIA PEPPERMINT LOZENGES
99% Sugar, 1% Oil and Other Ingredients.

That attractive Package with the Green Label.
SOLD BY ALL LEADING JOBBERS,
and if they have not got them, ASK ME

SOLE CANADIAN AGENT:
HENRI DE LEEUW
Merchandise Broker
28 Front St. E. - TORONTO

Representatives:
Montreal: CYRIL C. RENDELL, 205 St Nicholas Bldg.
Halifax: W. H. LYNE USHER, 270 South Street.
Winnipeg: W. H. ESCOTT CO., LTD. Bannatyne Ave.
Vancouver: O'LOANE KIELY CO., LTD., Waterstreet

The Newest and Best Safety Razor
Henry Boker's "Janus"



Triple Silver-Plated Holders and Twelve Double-Edged Blades. These Blades can be stropped, which makes them last indefinitely. The "Janus" is the most wonderful little instrument ever devised for taking the beard off the face. A single movement releases or inserts the Blade. The holder is in one piece. There are no parts to adjust—nothing to learn. It is simplest in construction, easiest to clean. Once the blade is inserted in the holder, it is absolutely rigid There is no vibration. No shaving instrument ever devised approaches it in any particular. The steel used in "Janus" Blades is made by Boker's process, which is known the world over as the very best. We guarantee this Safety Razor to shave to perfection.

McGILL CUTLERY CO. Reg'd, New P.O. Box 580, Montreal

WHAT IS YOUR NAME WORTH?

Has it a Money Value? Is it not worth while considering **Distinctiveness** and **Originality?** The live, up-to-date Druggists are realizing more than ever the fact that name has a money value and that it is worth while encouraging **Distinctiveness** and **Originality.**

We have facilities for producing absolutely original styles of packages which are attractive, and our formulary department has been very successful in developing preparations that have exceptional merit and will bring back satisfied customers. Ask for particulars concerning these distinctive lines.

THE TORONTO PHARMACAL CO. LIMITED
TORONTO MONTREAL WINNIPEG

THE EXHIBIT OF CHEMICAL AND PHARMACAL ARTS.

AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION IN 1915.

To be the most complete and comprehensive display of its kind ever seen at the World's International Exposition.

In the Palace of Liberal Arts, at the Panama-Pacific International Exposition to be held in San Francisco in 1915, will be found an exhibit of the equipment, processes and products of the chemical and pharmacal arts that will prove to be not only of great interest to the men and women of those professions, but to thousands of laymen from all over the world.

In the official classification of exhibits this display constitutes Group 36, coming next to the sciences to which it is so closely allied, those of medicine and surgery, which make up the exhibit in Group 35. The chemical and pharmacal exhibit is divided into 22 classes, embracing every department of these arts. From the most minute detail of laboratory equipment to demonstration of apparatus employed in treating waste matter from factories, by chemical or electrical methods, with a view to permitting their return to water courses or to the atmosphere, there will be presented a complete resume of the progress made in the laboratories of the world, especially during the past ten years.

In the last mentioned department of chemical research the thoughtful, progressive student of the present day will find one of the most fertile and remunerative fields of endeavor. The most recent developments along this line will be thoroughly exploited in this exhibit, especially those pertaining to the treatment of smelter fumes and smoke condensers.

An elaborate demonstration of the various biological products, such as bacterines, vaccines and tuberculines will comprise a class that will be of intense interest to a vast number of people. Equipment and processes used in the manufacture of vegetable essences; in the chemical treatment of animal substances and their products, soaps, candles, glycerine, etc., and the by-products of petroleum and coal tar derivatives are to occupy a prominent place in the exhibit.

Apparatus and processes for the compression and liquefaction of gases, methods of drug adulteration and their detection, perfumes, cosmetics, essential oils and equipment and appliances for producing and storing acetylene gas will be displayed in detail.

The building in which the chemical and pharmaceutical exhibit will be housed is known as the Palace of Liberal Arts, and is one of the eight main exhibition palaces of the exposition. It abuts on the magnificent Court of the Sun and Stars, the great central Court of the exposition, and covers an area of 251,000 square feet. It was erected at a cost of $341,180, and is a structure of great artistic beauty. The Panama-Pacific International Exposition will be the largest and most wonderful enterprise of its kind that has ever been held by man. It will include among the buildings erected the vast Palace of Machinery, the largest frame structure ever built, covering ten acres of ground: and the whole exposition represents an outlay of $80,000,000, the greatest sum ever expended for such a purpose.

For beauty of location the site of the Panama-Pacific International Exhibition is unsurpassed; and it will enjoy the added distinction of being the only maritime exposition ever held, fronting as it does on the Bay of San Francisco and the Golden Gate, where the navies of the world will pass in review before the exposition grounds on the completion of their voyage through the canal. This is the event with which the Exposition will open on February 20th, 1915, and for a greater part of a year will remain open to celebrate with all the world the greatest single achievement of man—the building of the Panama Canal.

A BUSINESS ROMANCE.

Instances in which large concerns have been built up from the seed corn of the proverbial "half-a-crown" are seldom now met with, but the well-known firm of druggists' sundriesmen, Henry W. Bush & Co., Ltd., of London, England, has a most interesting history. Just twenty-seven years ago, Mr. Bush (the present managing director) started his firm in a small, third-floor room about 12 feet square, having for furniture one writing table (still in use), one chair, one ink pot and a pen. Commencing in this humble manner the firm has increased year by year to its present enormous proportions, and there is not one quarter of the globe, no commercial centre of any importance from Akureyri, in the Arctic Circle, to Fiji, and from the centre of Africa to the smallest island in West Indies, to which the productions of this enterprising firm are not sent. The secret of success, apart from constant, ever-pushing energy, is to be found in the fact that Messrs. H. W. Bush & Co. manufacture fully nine-tenths of the goods they ship, and buyers purchasing from them consequently purchase at rockbottom prices. Their Canadian agents are the Richards Glass Co., Adelaide St. W., Toronto, and their specialties —graduated measures, blown glassware, clinicals, sanitary towels and sundries of all kinds.

★ Photography ★

In our last issue we published pictures taken by some of our subscribers. The accompanying pictures were also sent in by one of our readers. Besides these we have a number of others, which, for various reasons are impossible to reproduce. If drug clerks who send in these pictures will kindly give their name and address, we shall be glad to communicate with them and explain why these pictures cannot be reproduced, and if possible give them pointers which will prevent these mistakes occurring again. We are very anxious to get more pictures from druggists. This is a splendid season for camera work, and there is no reason why we should not publish your winter pictures, and other pictures in every season of the year. It is good experience for the drug clerk; it is practical experience, and that is what the customer wants to hear about when you are trying to sell him a camera.

Many druggists, in fact the majority, endeavor to photograph the store window, or the store front, and in most cases they are miserable failures. It is a very difficult matter to get a good picture of your window, and we should be pleased to advise any of our readers who are desirous of doing this, as to the proper method. Send a post card and we will show you how.

The interior picture is also a difficult one to get. The accompanying photo is that of Hennessey's drug store, Toronto, and is just about as good as can be taken under the circumstances.

INTERIOR VIEW OF HENESSEY'S DRUG STORE, TORONTO.

PRACTICAL PARAGRAPHS GATHERED FROM VARIOUS SOURCES.

REMOVING FILM FROM OLD NEGATIVES.

To clean the film from old glass negatives I have found nothing better than placing them in a pan of cool water and bringing to a boil. This method will be found effective for ninety per cent. of the plates submitted to it.—E. Stanley Thomas.

THE "WELLCOME" PHOTOGRAPHIC EXPOSURE RECORD AND DIARY, 1914.

If brevity be the soul of wit, condensation is the essence of literature. Especially is it so in these hustling days, when leisure is with many people reduced to a minimum quantity. It is for this reason amongst others that the pocket guide to photography, issued under the above title, obtains so wide a circle of readers. It condenses into one small volume clear, definite and precise

instructions on a very wide range of subjects. All the little wrinkles and dodges which long experience has taught the successful worker are here analysed and set forth in simple formulae and exact directions, such as help the beginner and serve as a useful reminder to the expert. Development, toning, fixing, printing, the various processes of production in warm tones and colors and the methods of dealing with errors of technique are explained, particular attention being directed in the 1914 edition to green and blue toning and the production of various colors by development and other methods. On the subject of exposure this book is the last word, containing, in addition to its light tables for each month and factors for plates and films, the special device attached to the cover, which tells the correct exposure at one turn of the disc. Much discussion has taken place as to the best method of calculating exposure, but there is no doubt on the subject if you talk to a man who has used the "Wellcome" Exposure Calculator. As one such photographer put it, paraphrasing an old proverb, "The proof of the exposure is in the negative."

Three editions of the "Wellcome" Photographic Exposure Record and Diary are published, one for the Southern Hemisphere, one for the Northern and the third, a special edition, for the United States of America.

The "Wellcome" Exposure Record may be obtained from all photographic dealers and booksellers. Price in Montreal, 35 cents.

The Dr. Miles Medical Co.

OFFERS

TO THE CANADIAN TRADE ITS
WELL KNOWN PREPARATIONS

NERVINE--HEART REMEDY
BLOOD PURIFIER--TONIC
ANTI-PAIN PILLS
NERVE and LIVER PILLS

ALL ARE PRICE PROTECTED.

All are satisfactory, both to the trade and the public.

In stock by all Wholesale Druggists.

For information or advertising, address

DR. MILES MEDICAL CO.

193 to 195 Spadina Ave.
TORONTO

NOTICE to DRUGGISTS

THIS QUANTITY OFFER ON

Mentholatum

Is open to you at all times through your Jobber

With 3 doz. Quantity, 1/3 doz. 25¢ **FREE**
" 6 " " 2/3 " " " and 5% Dis.
6 2/3 doz. costs $11.40, sells for $20.00
NET PROFIT $8.60, or 75%

50 CENT. SIZE COUNTS DOUBLE ON QUANTITY

RECOMMEND MENTHOLATUM

AT THIS SEASON FOR

CROUP — CHAPPED SKIN
COLDS — PILES — SORE THROAT
BURNS — CATARRH

The Mentholatum Co., Bridgeburg, Ont.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded---Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully protected by patents

You can safely recommend it.

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY
Sole Proprietors
44 East 23rd St. New York

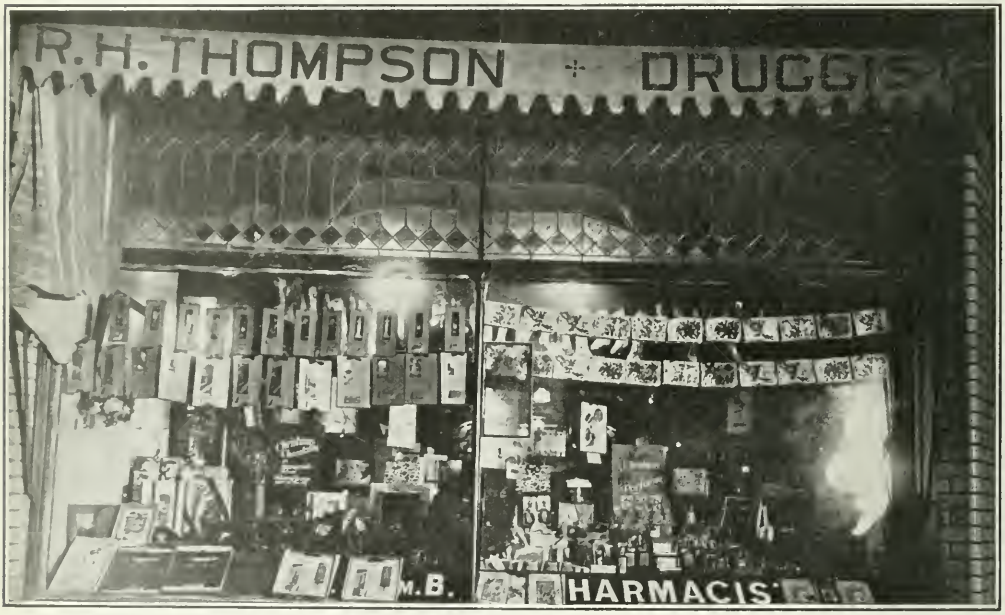
BRANCH OFFICES:
Paris, France - - - 42 Rue du Marche
London, England - 11 Queen Victoria Street
Sydney, N.S.W., Australia 416-418 George Street

All Jobbers Sell it

Window Dressing

The holiday season is over, and all the Christmas Doll Competitions, special Xmas advertising schemes, are over until next year.

This Christmas has proved to be one of the best in many years for most druggists, and a very fair one for almost every druggist; this is a fact in spite of the much talked of money stringency. The writer called on one druggist on December 24, and was told that over $100 had been taken over the counter on that particular day. Another druggist, within six blocks of the above mentioned drug store, had taken over $50 on the same day. This is a new store, and naturally the clerk was highly pleased with the results.



DR. R. H. THOMPSON'S STORE, YONGE ST., TORONTO, TAKEN A FEW DAYS BEFORE XMAS

The majority of windows for the Christmas trade were well dressed, but there are still many clerks who fail to realize the importance of a well-dressed window, not only for the holiday season, but all through the year. The great mistake seems to be that too many articles are used in one window. This is a great mistake, as such a window usually presents a "bargain day" appearance.

One drug clerk, in speaking of this the other day, declared that he had tried every possible idea in window dressing, and the one above mentioned had proved most successful. "For instance," he said, "I bought a stock of thermos bottles a short time ago, this being my first purchase of these goods. I placed these bottles with a little advertising matter in the window, and printed a neat display card as follows: 'Don't buy the same old present each year; buy something new; a Thermos bottle will be very acceptable to a lady or gent.' This seemed to appeal to the public," he said, "I sold four bottles the first day, and have sold several since."

Here is a suggestion from another clerk. He placed a large pail of mixed candies in the centre of the window. Then immediately over the pail he placed a sign which read: "Don't forget the children's Christmas Candy." "This appealed to practically everyone who stopped to look in my window," he said.

Why not begin the New Year right, and make, among your other resolutions, one regarding the dressing of your window. Keep your window clean, change your goods frequently, and if your window is small, and you wish to advertise three or four different lines be sure to keep them well separated so that, at a glance, they can be distinguished. It

is always wise [illegible] the price on the article in the window, [illegible] cough mixture, 25c." If
— TRAVELERS ARE NOW OU[illegible]h mixture he will

Xmas and New Year Lines

Biggest and best line we ever had to show.

Special Prices for Import Orders.

Look through the line when traveler calls.

VALENTINE, EASTER and ST. PATRICK

Lines are Complete.

Catalogue of these for the asking.

Pennants and Cushions

Place orders early for

SPRING and SUMMER DELIVERY

Catalogue on request.

PUGH SPECIALTY CO., Limited

38-42 Clifford St., Toronto, Can.

KEATINGS POWDER KILLS BUGS

Keating's Insect Powder Sells all year

DO not allow your stock of Keating's Insect Powder to run down because the summer is passing.

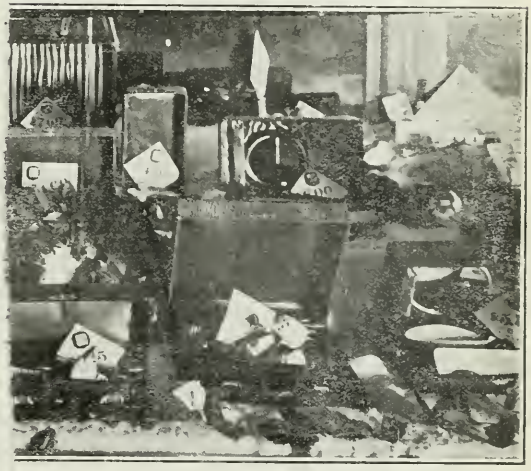
Bugs and Roaches

and Mr. W. E. Danner acquired the entire capital stock of the company.

This has resulted in a change in the company's officers, which are now as follows :— President, Mr. J. A. Stewart ; Vice-President and General Manager, Mr. W. E. Danner ; Secretary-Treasurer, Mr. T. J. Maher.

The Canadian Wampole Company has heretofore had the Wampole rights for Canada and Newfoundland only, but under the new management this company takes over all of the Wampole rights for the British Empire. The close business relationship between the United States and Canadian companies will continue as in the past, and each company will have the benefit of all formulae, improvements and preparations marketed by the other.

The Wampole Company will continue the same liberal business policy and manufacture the same high-class pharmaceutical and toilet preparations in the future as they have in the past.



SSING BY G. A. EVANS, TORONTO.

JUST OUTSIDE.

Two darkey women of Baltimore met on the street the other day, when the following conversation ensued :

" Why, Mrs. Botts, I ain't seen you for I don't know how long. De last time I calls at your house dere's a sign on it 'For Rent.' Has you all moved ?"

" Yes, Mrs. Brown, we's moved. My old man got tired livin' in all de noise an' bustle of de city, an' so we goes away out in the subbubs."

" What direction does you go ?"

" We goes northwest."

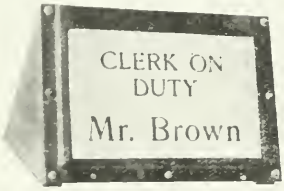
" An' jest where is you located ?"

" We is located in a new neighborhood, Mrs. Brown. It's kinder hard to describe it exactly ; but if I had a map of de city here, I could show you. We lives jest about half an inch outside de city limits."

PICTURE OF PRIZES IN THE VAN ZANT XMAS DOLL COMPETITION

A GOOD SIGN.

A little mahogany and brass contraption that is designed to contribute to the personal touch so much desired in hotel keeping has been placed on the market by a Chicago firm. It is shown in the accompanying cut. The holder for the card bearing the name of the greeter on duty is furnished in brass, with a handsome support of mahogany. The frame is 4x5½ inches in size. It is inexpensive, is a pleasing adornment to any office counter, and is



much appreciated by that large proportion of traveling public who regard the hotel as a home, and like to know the name of the gentleman to whose courteous solicitude they are indebted for comfort and hospitality.

HOG BRAINS FOR MEDICINAL PURPOSES.

According to an article in a Danish newspaper, a stock company has been formed at the city of Kolding, Denmark, which will buy from the Danish hog abattoirs all the brains from hogs they can produce. From these brains the company will manufacture "Lecithin" and "Collestrin" for export to Germany and Switzerland, where they are used in the manufacture of certain medicinal preparations. It is considered that about 800 pounds per day may be produced. The brains are paid for at about three cents per pound (presumably Dutch cents, making the three cents equal to one and two-fifths cents U.S. currency), and on an average it takes four brains to make one [illegible] above mentioned products. [illegible] while [illegible]

had proved most successful. "For instance," he said, "I bought a stock of thermos bottles a short time ago, this being my first purchase of these goods. I placed these bottles with a little advertising matter in the window, and printed a neat display card as follows: 'Don't buy the same old present each year; buy something new; a Thermos bottle will be very acceptable to a lady or gent.' This seemed to appeal to the public," he said, "I sold four bottles the first day, and have sold several since."

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TORONTO, TAKEN A FEW DAYS BEFORE XMAS

placed a sign which read: "Don't forget the children's Christmas Candy." "This appealed to practically everyone who stopped to look in my window," he said.

Why not begin the New Year right, and make,

KENT-McCLAIN AGAIN.

Kent-McClain, Limited, (Toronto Show Case Co.) have supplied the fixtures for Moore's Limited, Yonge Street, Toronto. It is in mahogany finish and the silent salesmen are of the new "Minton" design.

— TRAVELERS ARE NOW OUT WITH —

Xmas and New Year Lines

Biggest and best line we ever had to show.

Special Prices for Import Orders.

Look through the line when traveler calls.

VALENTINE, EASTER and ST. PATRICK

Lines are Complete.

Catalogue of these for the asking.

Pennants and Cushions

Place orders early for

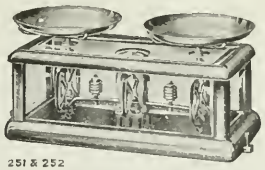
SPRING and SUMMER DELIVERY

Catalogue on request.

PUGH SPECIALTY CO., Limited

38-42 Clifford St., Toronto, Can.

COUNTER SCALES



251 & 252

Style No 251, Oak. Style No. 252, Mahogany

—are—

An Important Part of Your Fixtures

—and—

a Control on Goods Going Over Your Counter.

THE TORSION BALANCE CO.

Factory and Shipping Address 147-9 Eighth St., Jersey City, N. J. Office 92 Reade St., New York, N.Y.

For sale by all leading Canadian Jobbers.

MAJOR'S CEMENT

Mends everything that can be mended by any cement, and the article stays mended.

D. WATSON & CO.

Montreal, Que.

KEATINGS POWDER KILLS BUGS

Keating's Insect Powder Sells all year

DO not allow your stock of Keating's Insect Powder to run down because the summer is passing.

Bugs and Roaches

are pests all year through, and Keating's is their deadly enemy.

PROFITABLE SIDE LINES

SEND FOR OUR 800 PAGE CATALOGUE

The OSKAMP-NOLTING Co.

411-413-415 Elm St.

CINCINNATI, OHIO

Stay at home while you study Pharmacy. We teach you by mail

We give you the same instruction that you get at college.

Our course is adapted to the individual needs of Canadian students who contemplate a change into the States or take Pharmacy board examinations. Hundreds testify to the great value of our course.

Write for our prospectus and particulars. Our terms are easy.

The Ohio Institute of Pharmacy, Columbus, Ohio

A MASTERPIECE IN SODA FOUNTAIN CONSTRUCTION.

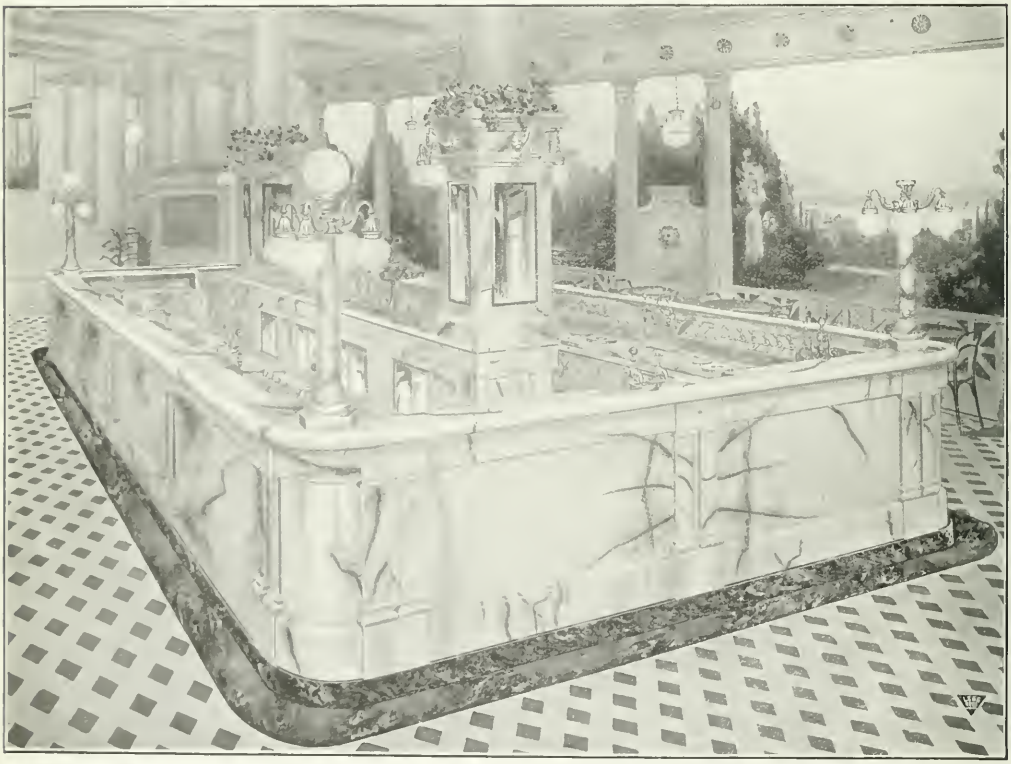
Fletcher Constellation Soda Water appara us, designed especially for, and installed in the Toronto store of the T. Eaton Co., Ltd.

The accompanying illustration is that of the most elaborate and expensive soda fountain ever constructed in Canada, and in order that our readers may gain a clear conception of the magnitude of the undertaking, we know of nothing better than to give the dimensions, a concise description of the elements entering into its construction, and of the large and most complete equipment.

The cupboard in the center, also the pillar panels are built entirely of imported onyx, the cupboard doors are of metal with glass panels, and are of slide pattern.

The counter is of solid onyx with handsome panels of onyx, with heavy onyx dispensing slab. A beautiful thick onyx arm rail runs the entire length of the counter, The pilasters are ornamental wi h heavy onyx capitals and plinths, and the four onyx electroliers surmounting the same are a work of art.

The cooler boxes, ice cream refrigerators and the entire internal construction of the counter is of imported white Italian marble, all interlined with



T. EATON'S SODA FOUNTAIN, INSTALLED BY FLETCHER MFG. CO, TORONTO.

Not only is the construction of this fountain a credit to the builders ; it may be pointed to with pride, by every Canadian, as a product of Canadian Industry.

The Fletcher Manufacturing Company, Limited, by whom the fountain was designed, built and installed, are surely to be complimented upon the success of the undertaking.

The two sides are each 30 feet long, and the ends 14 feet ; a total counter surface of 88 feet, 40 inches high.

heavy tinned sheet copper and insulated with special compressed cork insulation.

The cooling of beverages and freezing of ice cream is mechanically done by the aid of an improved refrigerator system.

Many improvements are executed in this beautiful apparatus which have never before been attempted, and is undoubtedly a credit to and a lasting example of Fletcher Superior Construction.

The equipment consists of—48 syrup lifts, 48

Continued on page 44

Optical Department

Transposition of Lenses.

(Copyrighted by the Royal College of Science.)

The transposition of lenses is the changing of the formula and the grinding of the lens without making any real change in the refractive power. It is used to combine a number of lenses, and for the purpose of making the lens more symmetrical in form, lighter, easily ground and better fitting. In the combining of spherical lenses, such as plus and plus or minus and minus, the new formula is found by simple addition. In the combination of spherical lenses of plus and minus, the total of the weaker, (whether it be plus or minus) is subtracted from the total of the greater and the sign of the greater or larger number governs the resultant formula :

Example.—A plus 3.00 Diopter combined with a minus 5.00 Diopter equals a minus 2.00 Diopter.

In the combination of spherical and cylindrical lenses, there are two separate rules to remember.

Rule No. 1.—In a combination of like signs, such as plus and plus or minus and minus, you add together for the new sphere, leaving the power of the cylinder the same, but changing the sign of the cylinder and also the axis 90 degrees or exactly at right angles to the position of its original location.

Example.—A plus 2.00 Diopter sphere combined with a plus 4.00 Diopter cylinder, axis 90 degrees, will equal a plus 6.00 Diopter sphere, combined with a minus 4.00 Diopter cylinder, axis 180 degrees.

Rule No. 2.—In a combination of lenses of unlike signs, subtract the weaker from the greater to obtain the strength of the new sphere, using the sign of the stronger lens for the new formula, but changing the sign and axis for the new cylinder.

Example.—A plus 2.00 Diopter sphere combined with a minus 4.00 Diopter cylinder, axis 90 degrees, equals a minus 2.00 Diopter sphere combined with a plus 1.00 Diopter cylinder, axis 180 degrees.

Meridian of Axis.— In calculating to locate the axis in any combination of lenses in which the axes are changed to the meridian at right angles, the new meridian can easily be found by adding 90 to numbers less than 90, and subtracting 90 from numbers greater than 90.

Neutralization of lenses.—The strength of any lens is generally found by neutralizing it with one of opposite power. The focus box is also used for finding the strength of convex lenses. In using the focus box a light is placed near one end of the box and the rays made parallel by passing through a lens, situated at its focal distance from the light, and the lens of which the focal power is desired, placed to intercept the parallel rays, and the focal distance found by moving a sliding screen to the position behind the lens, at which the principal focus is found.

The lens measure now in general use is convenient for learning the strength, and is so arranged that by bringing the three projecting points in contact with the surface of the lens, the revolving pointer indicates the plus or minus strength of the meridian of the lens with which contact is made Care should be exercised to rotate the lens at least 90 degrees, to ascertain whether or not the surface is spherical or cylindrical. If spherical, the lens measure will register the same strength in all meridians, and if cylindrical, one meridian will register zero (no strength) and the opposite the full cylindrical strength.

Neutralizing by Lenses.— The trial case lenses, having been carefully tried, are generally used for neutralizing purposes, and in their use a cross should be placed at some distance from the operator, and upon passing a lens between the eye and the cross, it will be found that convex lenses cause the bars of the cross to appear to move in the opposite direction to the motion of the lens. If the lens is concave, the bars will appear to move in the same direction as the motion of the lens. Cylindrical lenses will be found to cause an apparent motion in one direction and not in the opposite, the direction of no motion corresponding to the axis, and the direction of the greatest motion to the meridian of greatest strength. The direction of the axis is easily ascertained, by rotating the lens while viewing the bars. The bars viewed partially through the lens and partially beyond the edge will appear broken at the lens margin, unless the lens is rotated to a position that brings one directly along the axis, and the other across the meridian, of greatest strength. Spherical lenses should be neutralized with spheres, holding the neutralizing lens in close contact, and the lens that exactly neutralizes all motion will correspond to the strength.

A plus 1.00 Diopter Sphere will be neutralized by a minus 1.00 Diopter Sphere ; a plus 3.00 Diopter Sphere by a minus 3.00 Diopter Sphere, and a minus 4.00 Diopter Sphere by a plus 4.00 Diopter Sphere. In the

neutralizing of cylindrical lenses, spheres or cylinders may be used: if spheres are used, attention should be directed only to the meridian of strength of the cylinder, and if cylinders are used, the axis must be carefully placed parallel to the axis of the lens being neutralized.

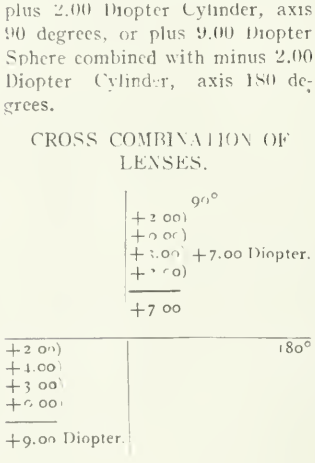
Sphero-Cylinder lenses require both a sphere and a cylinder for their neutralization.

Prism lenses are neutralized by another prism of equal power being placed apex over the base of the lens being neutralized, the strength of the neutralizing lens to be increased or decreased until the bars viewed through the lens remain unbroken with the section viewed on the outside.

The Cross Diagram.— This is convenient for the purpose of figuring the strength of any lens combination, and is used largely in transposition; only two meridians of the lenses are considered, which correspond to the meridians of strength and axis of the cylinder, which are generally 90 and 180 degrees. A spherical lens, having the same power in all meridians, is marked up with equal strength on both bars of the cross, the cylinder being marked with full strength on one bar and zero on the opposite, the totals having been ascertained in both directions. The formula for lenses is set out (if both lenses are either plus or minus) by writing the weaker amount in a sphere, and the difference between that and the opposite in a cylinder, the axis over the meridian of weakest strength of the complete combination.

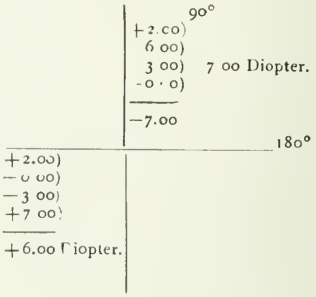
Example.—A plus 2.00 Diopter Sphere combined with a plus 4.00 Diopter Sphere combined with a plus 2.00 Diopter Cylinder, axis 180 degrees, equals plus 7.00 Diopter Sphere combined with a plus 2.00 Diopter Cylinder, axis 90 degrees, or plus 9.00 Diopter Sphere combined with minus 2.00 Diopter Cylinder, axis 180 degrees.

CROSS COMBINATION OF LENSES.



In a combination of unlike signs, as minus and plus, or plus and minus, you take either for the new sphere, generally the plus; and the sum of the two for the new cylinder, the axis being placed over the meridian first corrected.

Example.—A plus 2.00 Diopter Sphere combined with a minus 6.00 Diopter Cylinder, axis 180 degrees, combined with minus 3.00 Diopter Sphere combined with plus 7.00 Diopter Cylinder, axis 90 degrees.



Equals a plus 6.00 Diopter Sphere combined with a minus 13.00 Diopter Cylinder, axis 180 degrees, or

A minus 7.00 Diopter Sphere combined with a plus 13.00 Diopter Cylinder, axis 90 degrees.

A MASTERPIECE IN SODA FOUNTAIN CONSTRUCTION.

Continued from page 42.

crushed fruit jars, 8 Rowe patent tumbler washers, 10 disher wells with running water, 11 chipped ice basins, 12 tumbler basins with brushes and hot and cold water compartments, 17 clear counter double stream soda water draughts, 11 clear counter single stream ice water draughts, 12 two can ice cream refrigerators, 1 two can ice cream brick cabinet, 4 three can ice cream refrigerators, 4 onyx electroliers, 1 onyx cupboard base with slide doors, towel rails, refuse cans, and numerous minor accessories.

The employee who finds himself criticising the management of the store for stinginess should first make sure he knows where economy ends and stinginess begins.

SUCCESSFUL STUDENTS

Out of the 35 candidates who sat for examination at the College of Physicians and Surgeons recently held in Vancouver the following were successful: T. H. Agnew, A. F. Brown, H. L. Bryce, J. Christie, G. E. Darby, O. E. Finch, A. R. Gilchrist, H. Grey, W. R. Haight, G. Jefferson, R. E. Johnston, W. T. Lockhart, T. T. Mason, J. E. Montgomery, M.T. MacEachren, H. H. Perry, H.H. Blanche, L. M. Rice, W. L. Robinson, T. A. Smith, T. L. Telford, H. N. Watson, J. H. Wilkinson.

DRUG CLUB TO HAVE GRILL ROOM.

While not official, yet it is generally rumored that the New Orleans Drug Club is to install a grill room for the use of its members. Mr. Fred Earhart has secured enough funds to have one of the front rooms in the club converted into a grill room, where meals can be served.

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PHARMACY IN CHINA.

By J. T. Rupert, Hospital Steward, U.S.N.

This interesting paper recently appeared in the American Pharmaceutical Association. It will be noted that although they are very different from pharmacists in this country, there is a tendency to depart from the drugs to some of the modern side lines.

There may be said to be two classes of drug stores in China, the strictly native shop, and the other invaded by the idea of foreigners. Indeed, this division marks boundaries in all conditions in China. The strictly native shop would never be suspected of being a drug store by any one not acquainted with such places. However, after a short residence in China, to the interested, it becomes an easy matter to pick out the drug vendors as one passes in a rickshaw.

The native shops sell no liquids. No bottles are in evidence. No sign of the existence of foreigners is visible any place about the premises. Nicely lithographed cans are arranged neatly on the shelves with Chinese labels. Very many drugs are kept in wooden drawers, arranged exactly like the herb drawers of their more enlightened brethren in the States. Powders are kept in cans and jars. Chemicals do not enter very largely into their stock, which consists for the most part of vegetable and animal drugs. Their "back rooms" are well stocked with herbs in bundles, and flowers and seeds in bags.

In China all strictly native business houses open on the street without windows or doors. At night the entire front is closed with boards. This is also the practice during stormy weather. Curtains of reeds or grass give shade from the fierce sun. The Chinese have many native practitioners, whose business is a mixture of quackery, conjury and empirical experience. Most of the people, especially the poor, essay to cure their own ills, assisted by the advice of friends and the aid of the drug dealer, who is shrewd enough to miss no opportunity to sell a few coppers' worth of some of his cures.

The drug men are very adept in putting up packages. These packages are not secured with a cord unless quite large, when the package will be carried by the cord ends which are left long for this purpose. The small packages are made by placing the article to be wrapped in the center of a small square piece of paper, kept ready for this work, the lower corner is first folded over, then the side corners, and lastly the top corner is folded down and tucked in, making a very neat and secure package.

Their drugs are mostly of an aromatic and demulcent nature, and while they thoroughly understand the practical use of many vegetable drugs, others are used in ignorance and superstition. Active drugs containing powerful principles are not much used, as they are fearful of their effects. Poppy seed, ginger, anise, fennel, orange and lemon peel, marshmallow, elm bark, cinnamon, cloves and other spices, are common drugs to be recognized. Ginseng root is, of course, the standard Chinese remedy, and, because of its price, is used mainly in the treatment of disease in the last stages. The consumptive, about to cash in, will be allowed the luxury of ginseng if the price is available. Great attention is given to the cultivation of this drug and a product of greatly varying value is found upon the market. I am told the very best comes from Korea, that is, they consider that this is the best.

The Chinese names for drugs vary in the different provinces, and have no relation to English equivalent names. This fact makes it hard for Chinese qualified physicians to use native herbs and, of course, the natives cannot furnish drugs asked for by foreign educated doctors, for the reason that they have been taught a manufactured vocabulary for names for drugs and medical terms for which the Chinese contains no equivalents.

Chinese pharmacy has its zoological side also. The number of insects and reptiles that can be produced from among the array of cans, jars, and drawers is certainly wonderful. Dried toads, snakes, locusts, beetles, centipedes, flies and bugs of all descriptions can be had.

These are often smoked, usually dried, but some have the appearance of being put up in grease or syrup. These animal products are more expensive than the vegetable drugs, and in their use I would judge that superstition plays a greater part than in the use of the more common medicines.

Pills are in evidence in large quantities, and have a ready sale.

The scales used are an unequal arm, single-beam, hand affair, with sliding weight. These are carried about the place as is most convenient in weighing. The Chinese unit of weight is slightly heavier than our pound— four of their units equal five of our pounds.

Prices Charged for Chinese Drugs.

As to the prices charged, I can give little information, as they will charge a foreigner all they can, and it is only after having gained their confidence that they will allow one to examine their stock or give any information. I would judge that they do a considerable business, as the Chinese like to take medicine, and shops constantly have customers about. Some have large buildings and large rooms and employ as many as 10 to 15 or more assistants. China is full of disease, and the habit of living in crowded little hovels, with ventilation most carefully guarded against, and a constitutional dread of water, unites to incubate and spread disease wholesale.

In China a great amount of business is done in coppers and cash. A copper is about the size of

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our half-dollar and is worth less than 1-3 cent gold. A cash is worth about 1-30 of a cent gold. Cash are used by the very poor, and will buy comparatively as much as a cent in the States. Coppers are universally trusted, as their size and actual value in copper prevents counterfeiting,

The native drug seller has some dignity about him and greatly resents foreigners trying to satisfy their curiosity by prying into his business.

A Chinese pharmacist would pass a poor examination in Chemistry, but could show us clubs and spades about vegetable drugs. He must be able to identify all his herbs; must know their uses and properties; must know what time of the year to collect them, and how to cure and preserve his stock, and must understand their cultivation and the different species. The farmers and native collectors raise and gather the plants and they are for the most part ready for sale when put upon the market. The roots are all sliced and have the appearance of having been cut when green and fresh.

The other classes of stores, very likely, will have glass windows and a door and glass show cases. These stores are often owned and conducted by educated Chinese physicians, who do a good business, really converting the place into a dispensary, where the people may come, relate their symptoms and receive treatment. These stores, of course, have stocks of foreign appliances and chemicals, and in many respects have the appearance of some of our stores at home. In fact, in Shanghai and other large cities, some Chinese stores employ a number of foreign pharmacists and are really up-to-date, first-class pharmacies.

It is surprising how many Chinese can speak English, even in the heart of the native cities, where foreigners rarely enter, and then only with a guide. Education is honeycombing Chinese superstition and ignorance, and fifty years more will see China a modern country for the greater part.

A number of patent medicine firms from the States, and especially a Japanese company, are flooding China with patents. Many patent medicines bearing not a word of English are seen upon the shelves, while their advertisements are seen in the papers and upon walls and most any place where they will be noticed. Some of them even have advertisements on the top of street cars passing through the Chinese districts in the large cities. In fact, the Chinese are an ideal people to whom to sell drugs.

A medicine well colored and pleasantly flavored is really relished and finds a most ready sale. The consumptive, of whom China has thousands, will buy a bottle of some quack medicine and shut himself up in some hovel and we can hardly wonder that he soon succumbs. Just now, while the Chinese government is doing its utmost to suppress the use of opium, many unscrupulous persons are pushing opium cures, both liquid and pills, which contain morphine, and are doing a thriving business. The Chinese themselves attempt this patent medicine stuff, but the greater part of the nefarious business must be laid at the feet of foreigners, mostly Japanese, and some Americans.

SIDE LINES.

In these stores we find soaps, perfumes, some stationery, combs, brushes, cigarette cases, patent medicines, cutlery, leather goods, and, in fact, a little of everything.

In some stores, not strictly first-class, are to be seen powdered drugs and pills in almost any kind of container imaginable. Liquid shoe polish bottles, cigarette tins, beer bottles, whiskey bottles with screw tops, patent medicine bottles, pickle bottles, are all pressed into service. Perhaps they place some confidence in the lithographed label.

Many of these drug stores also attempt a little in the line of dentistry. This consists mostly of extractions with modern forceps, silver fillings and gold crown. With the least instruction from some one who has a reputation as a dentist, some of the natives develop into really clever workmen. China has a number of men who are graduates in dentistry from schools in the States and Europe, and these do a large business and also conduct schools, often going to neighboring towns for the purpose. The course of instruction is rather short, but the students seem to absorb a great amount of practical knowledge during this time, and are able to do a great amount of good among their country men who happen to have the necessary cash.

Gold is considered a poison of especial potency. It is often resorted to with suicidal intent, probably because they know its deadly properties are more in reputation than in reality.

Phenol and other caustics are taken by some who really mean business in the serious matter of giving up the ghost. Nitric acid also seems to be favored in this regard.

There are a number of Chinese works on Materia Medica. The old writers did considerable work in this line, but many of their works have been lost or cannot now be read.

Ointments are very popular with the Chinese. Pills and tablets are frequent. Blisters and poultices are well understood. A colorless and tasteless preparation is despised and held in contempt. Decoctions and infusions, however, constitute the backbone of Chinese medicine.

Plentiful as opportunities are, they do not go around looking for men to make use of them. Don't wait to be clubbed into accepting an opportunity.

Pictures Contributed by Subscribers.

"THE MORNING DIP."

"CASTING FOR SPECKLED TROUT."

DRUGGISTS' OWN PREPARATIONS.

(Continued from page 14.)

car on for these if you do not want one. The cost is 90 cents without cartons.

LINIMENT AND COUGH SYRUP

A liniment is another good seller every week in the year. Here is one said to be about the same as a well known and widely advertised preparation:

Oil Sassafras	4 oz.
Oil Cloves	2 oz.
Turpentine	8 oz.
Ether	2 oz.
Chloroform	1 oz.
Gum Camphor	4 oz.
Alcohol, to make	65 oz.

Mix all of these and add half an ounce of 26 per cent. ammonia.

A cough syrup is one of the most profitable articles that a druggist can put up as there is not a time of the year in most places that it is not in season. The White Pine Compound of the N.F. cannot be beaten, and as you all have access to it there is no use in giving it to you here. By adding some syrup of tar, U.S.P., you will have another great seller, viz., Syrup of White Pine and Tar Put these up in three-ounce prescription ovals, wrap in parchment paper and sell for 25 cents.

SOME GOOD TOILET PREPARATIONS.

A good face lotion for chapped hands and lips will prove a staple article the whole year through. Here is one that will be a winner :

Bay Rum	32 oz.
Ext. Witchhazel	32 oz.
Glycerin	16 oz.
Tr. Benzoin	2 oz.
Boric Acid	4 oz.
Quince Seed	1 oz.
Water, to make	1 gal.

Perfume to suit.

Pour one quart of boiling water on the quince seed : let stand covered 24 hours ; then add the bay rum, witchhazel and glycerin and strain through a thick cloth : dissolve the boric acid ; add the perfume and then enough water to make one gallon. Then add all at once the two ounces of tr. benzoin. Shake well and it will turn white as milk. By adding oil of bitter almond you will have almond cream, or if the witchhazel predominates you will have witchhazel cream, etc. If you leave out the tr. benzion, it will be clear. You can color it red and have a rose-cream, or violet and you have a violet or lilac cream. Put up in three-ounce prescription ovals, cap with silk and tie with baby ribbon and sell for 25 cents. It should cost $1.00 a dozen with a two-color lithographed label.

Another good money-getter is a cold cream of some sort. Here is an excellent one :

Paraffin	8 oz.
White Wax	9 oz.
Best White Paraffin Oil	33 oz.
Borax	1 oz.
Water	13 oz.

Melt the paraffin and wax and add the paraffin-oil ; dissolve the borax in hot water ; have the two solutions good and warm and of about the same temperature ; add the water all at one time to the oils and stir rapidly until the emulsion is formed. Then add perfume. Pour into two-ounce tall opal jars while still warm and let stand until cool before putting on covers but do not fill so full that the cover will touch, as this will spoil the gloss.

This should cost $1 a dozen with a nice carton and two-color label.

A greaseless cream is a great seller during the summer. I consider it a great fake, but the dear public will have it. Here is one of the best. It is the so-called peroxide cream :

Stearic Acid	3 oz.
Sodium Carbonate Crys., C.P.	2½ dr.
Anhydrous Wool Fat	4 dr.
Glycerin	3 oz.
Hydrogen Peroxide	4 dr.
Borax	1 dr.
Water	16 oz.

Perfume to suit.

Mix water and glycerin, and heat to about 194 deg. F. In this dissolve the borax and sodium carbonate. Melt the wool-fat and stearic acid together in a water bath. Have the two solutions about the same temperature and pour the solution of sodium salts into the acid and fat. Stir well and heat for about half an hour, or until all effervescence has ceased, stirring slowly all the time. Set aside cool. Then stir in the perfume and hydrogen peroxide and beat well. It will now be very light and fluffy. Take care that it does not come in contact with any metallic substance. Put into two-ounce tall opal jars, put in carton and sell for 25 cents. This cream will not do for tubes. This costs $1 a dozen with nice carton and label.

During the summer months there is a good sale for a so-called violet witchhazel, which is made in this way :

Glycerin, Alcohol and Violet Water, (made from the flower oils), of each	8 oz.
Ext. Witchhazel	16 oz.
Water, to make	1 gal.

Color with wintergreen.

Put up in 16-ounce prescription ovals and sell for 25 cents. The cost is $1.25 a dozen, with labels.

Violet ammonia is a good match for this, and is made in this way :

Oil Orris	2 dr.

(Continued on page 55.)

Pure Medicinal Chemicals

In medicine "the best is none too good"; the

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INVESTMENT BANKERS ESTABLISHED 1889

A BUSINESS TALK.

By Chas. Collins, of the Toledo Scale Co.

Gentlemen.—I feel in duty bound to express an apology for appearing under this heading, for to be honest with you, I have no paper. I have just come from the Exhibition, where I have been hard at work since early morning, and further, I did not know until last evening that I was to have the privilege of standing before an assembly of the brightest educated men in the retail business. However, I will not think the time misspent if I can leave with you some thought that will later be of benefit to you when you have returned to your own places of business.

Unfortunately, I am following a very splendid paper on "Advertising, etc.," and, as Mr. Stanbury talked to you about the outside of the store, window-dressing, the inside of the store and the clerks, you can just wonder what is left for me to talk about.

To begin, however, I want to impress upon your mind, this question, "How much real serious thought have you given to the question of business management—I mean the wisdom of business. How much do you realize the importance of your own business? What are you doing to make a success of it that every other man in your line is not doing. These are the important points I want you to realize.

I have had many people come to me for advice before starting in business, and I always illustrate this point. I will do it for you on the board. Out of every 100 that start in business statistics prove that 91 fail, and only 9 reach the column of "success." This does not mean that 91 made assignments, but they did not make a success of their business. There must be some cause for this. Why was it? We find that 60 per cent. of the failures are caused by lack of business systems and methods. What are you doing along these lines?

When a man opens a business there are a certain number of people living within a radius of his store that are already dealing elsewhere. There has been no great influx of population; consequently there seems no good reason why the new man should expect to make a success there unless he is going to do something which the other fellow is not doing.

If he intends cutting prices that spells failure right away, because anyone else can do that. If he just intends to open the store and wait for customers to wander in, he is probably slated for a long wait.

You cannot work faster than the other fellow without his knowledge, but you can think faster, This is one of the essentials for success. Generally speaking, the druggists have the poorest business systems of any class of merchant on whom it has been my privilege to call in all my experience. Possibly this is accounted for because you have given too much time to studying the details of your profession without allowing sufficient time for study of retail business methods.

Another essential point of business is to get good men. This subject was touched upon by the previous speaker. The advice was to pick out well educated and healthy looking clerks. These points are good, but I want to be fair with you and say that no clerk can make a success unless he is taught something of business methods. Do not teach him only how much poison is necessary to make up a cough mixture, that he must learn before he gets his certificate, but teach him how to handle business and your customers. No matter how well he may be versed in drugs or medicine, you cannot expect him to walk in and properly conduct your business unless you teach him these things.

Every man must cultivate courteous manner and pleasant smiles.

When engaging a new man, how seldom is he impressed with the value of your goods. How few clerks realize that everything in your store is your money; and I venture to say that there are many men here who have seen their clerks waste one or two cents worth of goods in putting up a parcel. If I asked what per cent. of loss two cents was on a dollar sale, no doubt you would say 2 per cent. Let us figure this out and see how true it is. In the sale of a dollar's worth of goods it makes no difference whether the two cents was lost or otherwise wasted, the wholesaler has to be paid for the goods. Divide the dollar: 75 cents goes to the wholesaler to replace the goods; 15 cents goes to pay rent, light, heat, taxes, insurance, help, etc. This leaves 10 cents for you, and represents your profit. All losses come out of your profit. You will see, therefore, that the 2 cents wasted by the clerk was one fifth, or 20 per cent. of your profit.

How often have you seen a half ounce of cream of tartar, etc., wasted or wiped off the counter by the clerk, who never thought it was the profit of his employer that was thus being thrown away. You will see, therefore, how important it is to teach your clerks the proper business methods.

Salesmanship is a wonderful science. If I was asked who was the greatest salesman the world ever saw, I would say Christopher Columbus. He sold an absolutely unknown quantity to a nation and he did it on the following five fundamental principles of salesmanship: Attention, Interest, Confidence, Desire and Decision. He first got the attention of the rulers of his country; he interested them in the idea that the world was round, not flat; he impressed them with his confidence in the proposition to such an extent that they desired him to prove his contention, and made the decision that enabled him to do so. This took years to accomplish, and shows what real salesmanship can do. The greatest of these is confidence. You or your

clerk may get the customer's attention, his interest, and even his desire, but if you do not inspire that confidence necessary in the conduct of your business, you certainly will not get his decision (his trade).

Many men have called to sell you something. They attracted your attention, got your interest, and even created a desire on your part for his line but because you lacked confidence in him or his statements, he could not get your decision (your order).

There is one other point I would like to touch upon in closing. You may give a great deal of attention to your customers, you may handle your goods with care, but don't forget that the greatest advertising you can have is satisfied customers. Study their requirements, adjust their complaints gladly, ever remembering that they are your greatest asset.

I thank you for the kindly hearing you have given me, and hope at some future time, if called upon again, to give you a talk of greater interest when I have had more time to prepare it.

BE A VOICE, NOT AN ECHO.

1913 is gone. What was your score? Did you make a noise like success?

We are starting on another year. Let us get together and be "voices."

A voice is original; an echo is one who copies the ideas of others.

We are specialists in druggists' glassware. We are doing our utmost to be voices in our line, and judging from the business we are being favored with, the drug trade appreciates our efforts.

During the past year we have sold over six thousand cases of our celebrated King Graduated Rx Ovals. This is a very large quantity when you take into consideration that we have seventeen other styles of Rx Bottles.

We were the first in Canada to adopt the Corrugated Cell Packing. It is the "Voice" in packing—there will be "Echos."

We do not cork our bottles for two reasons, first of which is that it would cost you more than you can do this service for yourself. The other reason is that corks lose their resistance after once being used, and even if they were put very lightly in the bottles, still the weight of the other bottles resting on them would serve to force them further in.

Get our prices before you buy. You know what our service is, if you don't, ask your neighbor. Our motto is—Be a Voice, not an Echo. See advertisement on page 58.

The man who doesn't "fit in" ought not to despair. Perhaps a few alterations will do the business for him.

FEATURING OF CONFECTIONERY IN THE RETAIL DRUG TRADE.*

By William T. Bell.

To my mind this department, which has become one of vital importance to the retail druggist, has been sadly neglected, and having had the privilege of representing one of the leading manufacturers of confectionery of New England, in the State of New York, I could not help but realize the golden opportunities which the retailer is letting slip through his fingers by not featuring confectionery.

Of course most all retail stores carry confectionery, but carrying confectionery and featuring it are two distinctly different propositions.

Purchasing a bill of confectionery and packing it solidly into a case and waiting for customers to call for it, is one thing, while intelligently featuring the same is another.

It is not necessary to expend a lot of money in buying an expensive case to display confectionery, but let the retailer use the means to be found at hand; for instance, there is no better place, to my mind, for featuring confectionery, than by using the back bar of our soda fountains.

Have a stand of glass shelves and make a neat display of packages ranging in price from 10c. to $1, or even higher in price, depending upon the demands of your trade.

Then run sales every week of bulk goods, i.e., purchase a barrel of kisses at 11 or 12 cents a pound, mark them 19 cents, and put the barrel right in the window on its side, and scatter enough kisses to thoroughly cover the base of your window. This encourages the customer to believe that you are selling candy and that if you are selling candy it must be fresh. The fall is a good time to feature kisses, they keep well at that season.

A wrapped caramel is another piece of goods that I have found to be a good seller. You can buy assorted caramels at 20 cents a pound, mark them 29 cents, put 5 or 6 pans containing 6 pounds each in your window with a large sign 40 cent caramels to-day 29c. Isn't it better to clean up a lot of 60 or 100 pounds of caramels and make 9 cents a pound than to put them in a tray and wait for customers to purchase them at 40 cents a pound?

The different pieces of confectionery you can feature are numerous, stuffed dates having proven a winner with me. Odd prices seem to catch the customer—29 cents seems to be a winner.

Some stores run a 1 pound of assorted chocolates on Saturday for 29 cents, but I have not been successful with this particular proposition.

I carry a 29 cent chocolate mixture and supply it on demand, but my game has been to carry 6 or 7 good numbers of one make, in 1 pound and ½

*Read at the 1913 meeting of the Massachusetts Ph. A.

pound, ranging in price from 50 cents to $1.00 for one pound, and 20 to 40 cents for ½ pound.

By confining mys lf to 6 or 7 numbers I can watch my stock better and the danger of furnishing a customer with stale goods is practically eliminated.

This suggests one feature of the confectionery game tha I have had brought to my attention most forcibly, i.e., many druggists try to handle too many lines of goods, consequently some particular packages get passe and there is danger of losing a customer by furnishing him candy the vintage of which is uncertain.

Immediately after a holiday, dump your holiday packages into your trays and sell them for what you can get.

It is unwise to place filled boxes in a show window where sunlight or heat will reach them, as the coatings of chocolates contain a large percentage of cocoa butter which the sun will melt, and this will ruin your chocolates.

It is better to have your dealer furnish dummies to be used in window decoration, and even these should be protected from strong sunlight, because they will fade and become unfit for display.

By using the back bar of your soda fountain for

"GETTING AWAY FROM PRESCRIPTIONS."

During the summer it is well to watch nut goods, such as montevideos and pecans, and eliminate them from packages and mixtures so far as is possible.

The location of one's store, also the class of trade one enjoys, is the key to the grades of confectionery one should carry. Every dealer has to experiment for himself and try out various propositions.

Some stores can handle fancy colored packages, while others can sell nothing but plain wrapped boxes; some can handle a large assortment of holiday packages, while others find they have most of their shipment of fancy boxes left over; and right here let me suggest, don't try to sell a box of candy with a Christmas card in it on the 4th of July.

a representative display of confectionery you can reach it easily—the customer can't help but see it, and as soon as a sale is made replace the sold package from cartons kept elsewhere.

This method keeps your stock moving.

Father Allchin's story of the prize fighter who knelt to pray in the ring before the contest recalls the case of Bendigo, the champion boxer, who became an evangelist. He carried his prize ring tradition into his new profession, however. Being informed that a certain man was an atheist, he asked: "What's that?"

He was told "a man who doesn't believe there is a God."

"Doesn't believe there is a God," quoted Bendigo. "Here, hold my coat and I'll show him."

DRUGGISTS' OWN PREPARATIONS.

(Continued from page 50.)

Oil Bergamot... .... 2 dr.
Ammonia, 26 p.c..... ..... 6 pints
Water, to make .... 5 gal.
Color with wintergreen.

This should be put up in 16-ounce prescription ovals, capped with skin, and will sell for 25 cents. The cost is $1 a dozen with a nice label.

SPOT CLEANER; FURNITURE POLISH.

A spot cleaner for paint and grease is a good seller all the time. Here is the best one on the market.

Cocoanut Oil Soap .... 3 oz.
Ammonia, 26 p.c. .... 3 oz.
Glycerin .... 1 oz.
Ether .... 3 oz.
Hot water, to make .... 32 oz

Dissolve the soap in the water; add the glycerin, then the ammonia and ether and enough water to make 32 ounces. Take three or four drams of this solution and pour into an eight-ounce bottle and add about three ounces of gasoline. Shake rapidly until an emulsion is formed. Then add, little by little, shaking well at each addition, enough gasoline to fill the bottle. This will be a clear jelly, can be shaken out of the bottle, and will remove any ordinary spot. Sell for 25 cents a bottle. I figure the cost at 61 cents a dozen.

A good furniture polish is a good seller in the spring and fall. Here is a good one:

Linseed Oil, raw .... 32 oz.
Alcohol..... .... 8 oz.
Diluted Acetic Acid .... 8 oz.
Turpentine .... 8 oz.
Butter of Antimony..... .... 2 oz.

Mix, put up in four-ounce bottles and sell for 25 cents. The cost is about $1.15 a dozen.

A bedbug poison is a good seller all during the spring and summer. Here is a good, cheap one:

Corrosive Sublimate .... 10 oz.
Wood Alcohol .... 10 pints
Commercial Hydrochloric Acid.... 10 oz.
Copper Sulphate ... . 10 oz.
Water, to make .... 5 gal.
Color green or red.

Put up in 16-ounce ovals and sell for 25 cents. The cost is $1 a dozen with a good label.

ECZEMA REMEDIES, GOOD SELLERS.

Eczema remedies are good sellers. Here is one that has made money for others:

Acid Salicylic .... 1 oz.
Chloral Hydrated..... ... . 2 oz.
Carbolic Acid..... .... 2 oz.
Oil Gaultheria ... . ½ oz.
Glycerin .... 10 oz.
Alcohol .... 3½ pints
Water, to make .... 1 gal.

Mix, and put up in eight-ounce, French square bottles. Sell for $1. The cost is $2 a dozen in a nice carton.

An eczema salve is also a good seller. Here is one I have known to cure when some physicians have failed.

Ammoniated Mercury ....160 grn.
Resorcin ....160 grn.
Ichthyol .... 2 oz.
Carbolic Acid .... 3 dr.
Benzoated Lard .... 8 oz.
Tr. Benzoin ... . 2 dr.
Zinc Oxide..... .... 2 oz.
Co. Resin Cerat, to make ..... 16 oz.

Mix and put up in tall two-ounce opal jars. Sell for 50 cents. It costs $1.65 a dozen, or $1.85 with carton. You can guarantee it.

HAIR TONIC.

Another thing that a druggist can sell about all the time is a hair tonic. Here is one:

Boric Acid .... 4 oz.
Resorcin ....320 grn.
Salicylic Acid ... . 2 oz.
Glycerin .... 2 oz.
Alcohol .... 4 pints
Tr. Saffron, to color.
Oil Bergamot ....192 min.
Oil Lemon .... 3 dr.
Water, to make .... 1 gal.

Dissolve the boric acid in the water; the other things in the alcohol. Mix and color with the tincture of saffron. Put up in eight-ounce Colgate bottles, cap with skin and sell for 75c or $1. You can also put up a four-ounce Colgate and sell for 50 cents. The eight-ounce size costs $2 a dozen and the four-ounce size $1.25 a dozen.

These are not half of the preparations in daily use, but this will help any man to have a balance on the best side of the ledger at the end of the year.

Gossip is a deadly gas that is fatal to friendship.

CREDIT MEN

Should see that their firm's travelers are provided with

The New Revised Canada Reference Book

Now ready for delivery.

Also turn over your delinquent accounts to our Collection Department.

R. G. DUN & CO.

70 Bay Street

Letters from Subscribers.

During the past few weeks we have received a large number of letters of appreciation from Subscribers from various parts of the Dominion, a number of which are reprinted below.

One dollar a year for this Journal, or for any other Journal which is established for the purpose of assisting the trade or profession to which it belongs, and also to help its readers in matters relating to their business, is money well spent.

Whilst there are still a few subscribers to the Journal who have not paid their subscription for the present year, the majority have, and it is very gratifying to know that they are well satisfied with the Journal.

During the past few weeks we have sent out letters to all the subscribers in arrears, explaining how expensive a proposition it is to publish a trade journal at the present time, and also advising them that after this date, we shall cease mailing any free copies of the Canadian Druggist. This letter was, in most cases, appreciated; and for the benefit of the few subscribers who have not yet paid, we reprint below a few letters of appreciation received during the past few weeks from some of our subscribers.

Guelph, Ont., Dec. 8th.

The Canadian Druggist, Toronto.

Dear Sir,—I have your letter of the 26th ult., and am quite in sympathy with the position you take in regard to the discontinuance of free copies of your journal. I think your proposal is in accord with sound business policy. I have pleasure in enclosing you $2.00 in payment of the bill enclosed.

While I am a subscriber to several drug journals and could get along without several of them, I feel I must at present support the Canadian Druggist. It will be necessary, in the course of time, to revise my list, and I quite expect your journal, on its merits, will command a continuance of my support. With best wishes for your continued prosperity,

Yours very truly.

Picton, December 22nd.

The Canadian Druggist, Toronto.

Dear Sir,—Enclosed find postal note for my subscription, which makes me paid up to Dec., 1914.

It is a good journal, and is very helpful to me in running my store.

Yours very truly.

Carleton Place, Dec. 16th.

The Canadian Druggist, Toronto.

Dear Sir,—Enclosed find $2 in payment of my subscription. I have been getting two copies of your paper for some time now, and as the paper is a very useful and instructive one, I think you might correct this, and so give some other pharmacist an opportunity of reading your journal.

Rockland, December 15.

The Canadian Druggist, Toronto.

Dear Sir,—I enclose $2.00 for my subscription to the Canadian Druggist for last year and the present year. My son to whom the journal was coming, has died, and I myself have been out of the profession for some time, so therefore, I do not think it would be wise to send it any longer, although it is certainly the best paper of its kind, and so cheap. Wishing you success.

Yours truly.

The Canadian Druggist, Toronto.

Dear Sir,—Enclosed find $1.00, being my subscription for the coming year. Wishing you and your staff the compliments of the season.

Yours truly.

Three hearers of the admired Dr. X. were talking in the vestibule after the sermon. "We must admit," remarked the first, "that the doctor dives deeper into his subject than any other preacher." "Yes," said the second, "and stays under longer." "And comes up drier," added the third.

Harry Lauder tells a story of an English nobleman.

"His lordship was introduced to me at the Tivoli one night." So the story begins. "He asked me to dine with him. I accepted and then he hesitated and said:

"'I don't mean dine at my home, you know. My wife doesn't approve of—er—music hall people, you know. I mean dine at my club.'

"'At your club?' said I, with a horrified look. 'Oh, no! thank you, my lord; I'm sorry to have to decline, but the fact is, you know, my wife doesn't—er—approve of clubmen.'"

MADE IN CANADA

Caustic Soda 75-76-77%

Bleaching Powder 35-37%

WINDSOR BRAND

The Canadian Salt Co., Limited

WINDSOR - ONTARIO

THE NICHOLS CHEMICAL CO., Limited

(Selling Agents for Canada)

Be Able to Fill Orders for

PINEX

The Big Selling Cough Remedy.

IS now the largest selling Cough Remedy in the U. S., and is rapidly gaining the same position in Canada.

This remedy was designed by a Pharmaceutical chemist to take the place of a thousand and one home-made cough remedies, upon which the druggist makes little or no profit.

These people are being educated to buy Pinex (50c), getting a better remedy, and paying the druggist a good profit.

Pinex has brought to the druggist a big volume of new business from people who would not buy an ordinary cough remedy.

It is a clean, meritorious pine-tar preparation.

A quick repeater. You can stock it safely.

The sale is guaranteed.
Unsold bottles returnable at any time.

Order a few bottles from any jobber.

$4.25 per dozen. Retails at 50c.

Manufactured by

THE PINEX CO., TORONTO, ONT.

EUROPEAN AGENCY

WHOLESALE buying agencies undertaken for all British and Continental goods, including

Books and Stationery, Boots, Shoes and Leather, Chemicals and Druggists' Sundries, China, Earthenware and Glassware, Cycles, Motor Cars and Accessories, Drapery, Millinery and Piece Goods, Fancy Goods and Perfumery, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Provisions and Oilmen's Stores, etc.

Commission 2½ per cent to 5 per cent Trade Discounts Allowed. Special Quotations on Demand. Sample Cases from $50 upwards. Consignments of Produce Sold on Account.

WILLIAM WILSON & SONS

(ESTABLISHED 1814)

25 Abchurch Lane, London, E.C.

Cable Address: "ANNUAIRE, LONDON."

HENRY MARKS & SONS

(Branch of International Sponge Importers, Ltd.)

42/5, HOUNDSDITCH, LONDON, E.

SPONGES, CHAMOIS,
REDIO, CHAMOSIN.

The largest House in the world is represented in Canada by

HAROLD F. RITCHIE & CO., Ltd.

10, 12 & 14 McCAUL ST., TORONTO.

TO THE TRADE!

We are pleased to announce the appointment of

Messrs. Shaw & Evans

393 St. Paul St., Montreal

as our Sole Selling Agents for

KIRK'S QUALITY SOAPS

in the Provinces of ONTARIO and QUEBEC.

Our Illustrated Trade List Free on Request.

JAMES S. KIRK & CO.

CHEMISTS

SOAPS, PERFUMES, GLYCERINE.

CHICAGO, U.S.A.

The Consolidated Fruit Jar Co.

New Brunswick, N. J.

—MANUFACTURERS OF—

Sprinkler Tops,
Talcum and Tooth Powder Tops,
Aluminum Collapsible Drinking Cups,
Plain & Decorated Collapsible Tubes,
All kinds of cast metal goods.

Sole Manufrs. of Drummond Pat. Closed Tube

—— WRITE FOR PRICES ——

1838 1914

LYMAN'S
Sundries for Import

We would call the attention of the **Retail Drug Trade** to the fact that our **Mr. H. Rosser** in Ontario, **Mr. H. T. Young** in the North West, and **Mr. Geo. Evans** in Toronto, will call on you shortly with a complete line of samples, comprising:

. . Toilet Cases and Mirror Sets . .

Perfumery, Brushes, Combs, Mirrors, etc.

Also a full line of **Sundries** for immediate delivery.

It will pay you to wait and view our **Samples.**

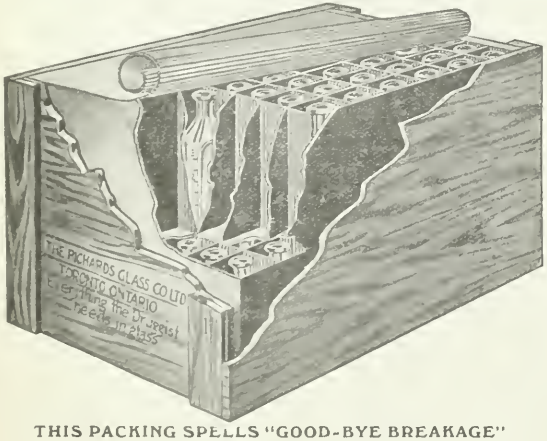
All orders receive our careful attention.

THE LYMAN BROS. CO., LIMITED

TORONTO

BOTTLES WELL PACKED ARRIVE SAFELY

NO EXTRA CHARGE FOR THIS PACKING



THIS PACKING SPELLS "GOOD-BYE BREAKAGE"

Our new Cell Packing has been a trade winner The first month we packed our bottles this way our sales increased 250 per cent.

The drug trade are not slow to appreciate a good thing.

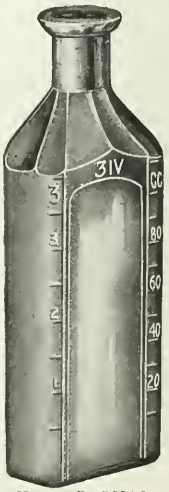
Our prescription ware is made in Canada for Canadians

Keep the cost of doing business down by buying your bottles at the right price

We do not cork our bottles You can do this cheaper than we can.

Buy your bottles from us and your corks from the cork man, then you will be buying right

RIGO
Our trade name



KING B OVAL

Bottom View
Showing good label surface

THE RICHARDS GLASS CO., LTD.

182 ADELAIDE ST. WEST, - - TORONTO.

"Everything the Druggist Needs in Glass."

Trade Notes

L. E. Martel, of Quebec City, was burned out on December 9th.

G. O. Spencer has succeeded to the Shediac Drug Co., Shediac, N.B.

C. Cope, lately of Warner, Alta., is starting a new business in Foremost, Alta.

J. B. Boyle has succeeded A. J. Tyson, North Vancouver, B.C.

Gregory & Ryan have succeeded T. J. Ryan, of Stratford, Ont.

The International Drug Co., of Port Arthur, has been incorporated.

R. M. Taylor has succeeded J.M. Roberts, of Stratford, Ont.

Dion & Jolicoeur, druggists, of Quebec, are registered.

Brown & Beaton have succeeded H. W. Ferguson & Co., Vancouver, B.C.

J. A. Teeporten, Ltd., has purchased the two stores of Fletcher & Co., Vancouver, B.C.

The stock of the Veteran Drug Store, Veteran, Alta., was injured by fire on November 16th.

Dr. Finnerty, of Hanley, Sask., has succeeded Dr. MacNeil in the Red Cross Drug Co.

L. Roberts, of the firm of Roberts, Chilman, Ltd., Hamilton, died on December 2nd.

Messrs. Hindson & Thurtell, of Chaplin, Sask., have dissolved partnership.

The Pass Drug Store Co., The Pass, Man., suffered a loss by fire.

W. W. Herdman has started a new business in Bass River, N.S.

St. Catherine Drug Co., Montreal, have recently been registered.

Mr. F. H. Cull, of Athabasca Landing, Alta., moved into his new premises recently completed.

The drug and stationery business of G.B. Parker, Red Deer, Alta., is to be sold by auction.

Mr. J.A. Viger, of St. Hyacinthe, Que. No assignment has been made, business going on as usual.

The stock of Wm. Whitehead, Dundas Street, Lambton, was injured by fire on December 8th.

W. S. Kinsel, of Kinsel Bros., has succeeded to the business of the late E.M. Shaw, Victoria, B.C.

Orland C. Rutledge, recently of Markdale, Ont., has succeeded Brown & Dawson, Vancouver, B.C.

The Edmonton branch of the National Drug & Chemical Co., Ltd., was destroyed by fire on Nov. 25th.

F. Pickering, recently of Mount Forest, has succeeded to the business of the late Thos. Stevenson, Orangeville, Ont.

During a fire in Rosthern, Sask., Nov. 29, the stock of A.A. Beirness was injured by moving. The fire did little damage.

T. A. Muir, of New Westminster, died on Tuesday morning, November 25th, after an illness of several weeks.

Dr. R.A. Donahue has purchased the drug business at Rocanville, Sask. This business has been closed for some time.

J. Stevens & Sons Co., Ltd., has opened a branch in Victoria, B.C., in the Pemberton Bldg., with Mr. Jas. McBrier in charge.

J. Hanover, of Ruby, Alaska, has disposed of his business, and intends locating at Fort George, B. C.

Race & Giddy, Edmonton, have opened a new drug store under the name of the "Race Eagle Pharmacy."

The Nelson Baker Co., of Detroit, Mich., wholesale druggists and manufacturers, have opened a branch in Walkerville, Ont., and propose building a factory in the spring.

Mr. J. A. Beaton, of the firm of Browne & Beaton, Vancouver, will manage the business recently purchased from W. Ferguson & Co., Granville and Davies Streets.

James A. Campbell, Phm. B., has purchased the business of S.E. Hick, of the Central Drug Store, Goderich, Ont. Mr. Hick is an old time druggist, and is well known throughout Ontario. Mr. Campbell is a 1912 graduate, and learned his business with Parke & Parke, Hamilton.

A HANDY BOTTLE FOR MAKING DEODORIZED TINCTURE OF OPIUM.

B. M. Overton describes in the Pharmaceutical Era "one of the simplest yet one of the handiest arrangements" that he has ever devised—a bottle which he uses in making deodorized tincture of opium. After exhausting the opium and reducing the percolate to the required amount the ether is added and the whole placed in a bottle to be shaken. The ethereal solution separates upon standing and the Pharmacopoeia instructs us to pour it off. Here is where this bottle serves its purpose. About one-quarter inch above the junction of the ethereal and the aqueous solutions bore a hole by means of a rat-tail file and turpentine, large enough to admit a No. 3 cork. (Of course, this bottle when so arranged will answer only for the same quantity each time.) Into this cork fit a piece of glass tubing about eight inches long, closing the outer opening with another cork. Now fit the cork containing the glass tubing into the bottle, and after shaking sufficiently let stand until separation takes place, when, the outer cork being removed, the ether will nearly all drain out, and the acqueous contents will not be at all disturbed, which is almost an impossibility if one attempts to separate the two layers by pouring off the ether.

LEVER BROS., Limited

Chemically Pure

REFINED GLYCERINE

(MADE IN CANADA)

In Half Ton Drums

and 56 lb. Cans

QUOTATIONS GIVEN FOR ANY QUANTITY

SELLING AGENTS

John Cowan Co., Limited

Montreal Chemical Works

1-15 Dalhousie St. - Montreal

Pepto-Mangan (Gude)

(Reg. U. S. Pat. Off.)

is *the one and only* absolutely uniform and unalterable solution of iron and manganese in the form of true organic peptonates. It is also *the one and only* preparation lawfully entitled to be known as "Pepto-Mangan," a valid trademark, which is our exclusive property. We respectfully request the trade to take due notice of these facts.

M. J. Breitenbach Co., New York, U. S. A.

"Every Coat we turn out a Winner"

Druggists' & Dispensers' Coats

Your personal appearance will be improved by wearing our made-to-measure coats thoroughly shrunk. We have a large variety of styles and strictly washable materials.

Cut shows Style No. 18

——made from any material desired——

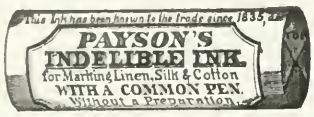
Write for our swatch card showing styles materials and prices, free upon request. We can fit you by mail very nicely.

Free delivery in Canada.

Address:

WEISSFELD BROTHERS

147 Windsor Ave. Windsor, Ont., Canada


This Ink has been known to the trade since 1835, as
PAYSON'S
INDELIBLE INK
for Marking Linen, Silk & Cotton
WITH A COMMON PEN.
Without a Preparation.

THE OLDEST THE BEST

ESTABLISHED 75 YEARS

Always in **YELLOW** and **RED** wrappers

Specially Suitable for the Canadian Climate

BEETHAM'S

La-rola

THIS DAINTY TOILET PREPARATION protects the skin from the effects of Frost, Cold Winds, Hard Water, and prevents Roughness, Redness, Irritation, Chaps, etc. It keeps the skin Soft and White, and adds the charm of youth to the complexion. **It will keep the skin in a perfect condition during the coldest winter.**

It is a Perfect Protection to the Skin during All Winter Out-door Exercise and Sports

Sole Makers: M. BEETHAM & SON, Cheltenham, England

(Through Any of the Wholesale Houses)

The Best Value

For Druggists Is

J. S. Hamilton & Co's. Brandy

DISTILLED AT COGNAC, PELEE ISLAND

UNDER EXCISE SUPERVISION

For sale in Cases 12 qts., 24 pts., 24 and 48 flasks

J.S. HAMILTON & Co., Brantford

WHOLESALE DISTRIBUTORS FOR CANADA

SPONGES

We are giving the best value obtainable in sponges. If not already on our books send us your next order and be convinced

SHAW & EVANS, Montreal

USEFUL HINTS.

TO PRODUCE A FROSTED SURFACE ON POLISHED SILVER.

Small articles of polished silver may be frosted by placing them in a bath of nitric acid diluted with an equal volume of water and letting them remain there for a few minutes. Or they may be dipped at intervals into the same solution until the required degree of frosting has been obtained. They are then rinsed in clear water and placed for a few moments in a strong solution of potassium cyanide after which they are again carefully rinsed in water. They should not be touched with the fingers while in the acid or the cyanide bath.

HOW TO BLEACH IVORY.

The Scientific American says that to bleach ivory ornaments or piano keys the following method works well. The ornaments are first washed or "soaked" if possible in a bath of unslacked lime, which has in it a few ounces of bran and water. This should make a pasty solution if properly mixed, and will bleach the ivory which is discolored or stained. It should be rubbed off with a cloth and the ivory dried in magnesia powder. After a few minutes a few strokes with a cloth gives the ivory a brilliant polish.

BRILLIANT BLACK VARNISH.

A black stain for wood that is proof against acids and alkaline solutions is prepared by rubbing up 1 part of aniiin black with a mixture of four parts of concentrated hydrochloric acid and 6 parts of alcohol, and adding to the deep blue solution thus obtained a hot solution of 1½ parts of gum arabic in 18 parts of water. This mixture does not attack the wood, and it cannot be altered either by concentrated mineral acids or by powerful alkaline solutions or lyes. By replacing the gum water in the formula by 1½ parts of shellac dissolved in 4 parts of alcohol, an anilin varnish is obtained that lacks nothing either in deepness of color or brilliancy of finish.

TO ATTACH WOOD TO METAL.

1. Mix together carpenter's glue, 4 parts; Venice turpentine, 1 part.

2. Iron may be cemented in wood by dropping in the recess prepared in the latter a small quantity of a strong solution of sal ammoniac. This causes the iron to rust, rendering it very difficult to extract.

3. Litharge and Glycerin Cement.—A cement made of very finely powdered oxide of lead (litharge) and concentrated glycerin unites wood to iron with remarkable efficiency. The composition is insoluble in most acids, is unaffected by the action of moderate heat, sets rapidly and acquires an extraordinary hardness.

MONTREAL COLLEGE OF PHARMACY AWARDS.

The results of the Christmas Sessional Examination of the Montreal College of Pharmacy, are as follows :

Botany—William Loebel, H. Fishman.

Materia Medica—W. J. Casey, H. E. Borden, J. N. Rainville, J. H. Scharf, Wm. Loebel, I. Getz, H. Gold, L. A. Casey, and Dora Schacher.

Chemistry, Junior—W. J. Kavanagh, H. E. Borden, J. B. Martin, S. Schube, C. Colle and Charlotte G. Hill.

Chemistry, Senior—Max Cattel, J. Couillard, and A. Julian.

The spring session commenced on January 5.

SUNDAY SELLING IN THE DRUG STORE.

The pharmacists in Alberta and also in various parts of the United States, have set us an example which we cannot afford to ignore. They are making a very strong attempt to close down the drug store on Sundays ; failing this they will limit the hours for selling drugs, say from two to four hours each Sunday. That the drug store should be open at certain hours on Sundays is a fact which cannot be disputed ; but it seems that one hour in the morning and two in the evening would be ample.

There are dozens of druggists who sell candies and cigars and other side lines every Sunday, and only on a rare occasion get a call for drugs, or a prescription from a doctor.

The writer, when visiting a drug store in Ontario some months ago, noticed a very attractive dodger on the counter. After perusing it, it proved to be a regular weekly bulletin issued by the owner of the drug store in question, giving certain lines which would be on sale at a special rate during the coming week. The most remarkable thing on the circular was that in the centre of the first page in bold type there was a paragraph which read : "We go to church on Sunday ; if there is anything you need get it tonight ; if there is an emergency case, call either before or after church. Please do not ask for cigars or candy, because you will be disappointed."

Here we have the secret of the whole situation. No matter how strong the laws regarding selling on Sunday may be, it is still "up to the druggist" to do his part conscientiously. If customers are educated to the fact that your store is closed except on certain hours, they will get all they need on Saturday evening. If it is a case of emergency such as a prescription from a doctor, the doctor should be in a position to advise his patient as to what time he can get his prescription filled.

The measure of your success in business is the rapidity with which you cancel indebtedness rather than the speed at which you travel.

SOME SODA FORMULAS.

LIME BLOSSOM.

Into a 12 ounce glass squeeze the juice of 1 lime and add one ounce of strawberry syrup and one ounce of almond syrup. Fill glass one-third full of fine ice and the balance with carbonated water. Decorate with a slice of lemon.

HOT EGG NOG

White and yolk of ..... 1 egg.
Cognac syrup ..... 1 ounce.
Extract ginger ale..... 1 dash.
Shake well, strain, then add
Hot milk ..... 1 cupful.
Stir and serve with nutmeg.

HOT PEPSIN PHOSPHATE.

Liquid pepsin..... 1 teaspoonful
Liquid phosphate..... 2 dashes.
Lemon syrup..... 1 ounce.
Hot soda..... 1 cupful.

HOT PUNCHINE.

White and yolk of..... 1 egg.
Lemon syrup ..... 1 ounce.
Extract cognac ..... 3 dashes.
Extract ginger ale..... 1 dash.
Extract mint julep..... 2 dashes.
Fresh cream..... ½ ounce.
Shake well, strain and add
Hot soda..... 1 cupful.
Serve with nutmeg.

HOT LACTATED BEEF

Aromatic extract beef .....about 1 teaspoonful
Fresh cream ..... about 1 teaspoonful
Extract celery..... 1 dash.
Hot soda ..... ¼ cupful.
Season with pepper and salt.

HOT EGG COCOA

White and yolk of ..... 1 egg.
Chocolate syrup, No. 2..... 1¼ ounces.
Sweet cream ..... 1 teaspoonful
Shake well, strain and add
Hot soda..... 1 cupful.
Whipped cream ..... 1 tablespoonful

SASKATCHEWAN SCHOOL OF PHARMACY.

The pharmacy dept. of the University of Saskatchewan was inaugurated Jan. 6, '14, when the first lectures of this course were delivered in the University as Saskatoon. The announcement of this event was made by the President, W.C. Murray, of the University on November 17, and the syllabus handed out contains the following information :

"In accordance with an agreement entered into between the University and the Pharmaceutical Association the University offers a course in Pharmacy for the purpose of preparing candidates for the final examination required for the license to practice Pharmacy.

The Association has agreed to exempt from their Preliminary and Final examination all students who take the course in pharmacy at the University and who pass the University Examinations on condition that the course is approved by the Pharmaceutical Council and that the examinations are equivalent to theirs.

The subjects of the final examinations are : Pharmacy, Dispensing, Materia Medica, Prescriptions, Chemistry, Botany.

For the current session instruction in pharmacy and dispensing will be given by Mr. A. Campbell, in materia medica and prescriptions by T.A. Argue, Esq., in chemistry by Professor MacLaurin, in botany by Professor Willing.

The courses are intended for candidates for the final or qualifying examination. Lectures began on Tuesday, January 6, 1914, and close in April.

The fee for the session forty dollars ($40). This amount includes laboratory fee, caution money and tuition fees."

The staff for the course is as follows : Walter C. Murray, LL.D., president ; George H. Ling, Ph.D., dean ; R.D. MacLaurin, Ph.D., Professor of Chemistry ; Thomas N. Willing, Esq., Professor of botany : A. Campbell, Esq., lecturer in pharmacy and dispensing : T.A. Argue, Esq., lecturer in materia medica prescriptions ; A.R. Wier, registrar.

CONTAGION FROM RETURNED BOTTLES

Physicians in Austria are reported to have found it necessary to specify that in case of refilling all prescriptions used in infectious diseases a new bottle shall be used. A number of suspicious cases of infection have emphasized the possible danger of infection from bottles taken from the sick room. In a recent case in this country a drug clerk raised the question whether or not bottles returned from scarlet fever patients might have been the cause of his having taken the disease. The possibility is certainly a present one, especially if the bottle were wrapped in the patient's room and in paper that had been handled by the patient. The conveyance of any one of several diseases by this means should be borne in mind by physicians, and pharmacists. The latter, to prevent error in the transmission of the number of the desired prescription, could have a germicidal garbage can, into which the messenger could drop the bottle after having held it up for the reading of the number by the pharmacist. The danger is not a pronounced one, but in epidemics every precaution should be taken.—Jour. A.M.A.

Before you do much advertising study the public you want to reach and discover what sort of advertising will hit them most forcibly.

The Martin, Bole & Wynne Co., Lt'd.

Wholesale Drug Merchants and Manufacturing Chemists

Corner of Princess and Market Streets - WINNIPEG, MANITOBA

COMING WEST?

Should you desire to come to the great North-West, either to engage in the drug business for yourself, or to take a position as a clerk, we are able to assist you.

We are constantly in touch with every section of Western Canada, and shall be glad if we can be of service to any one desiring information, as to location, necessary capital, qualifications, etc.

We Usually Know of a number of drug businesses for sale and will be glad to send — **Full Particulars Upon Request.**

—WRITE US—

Business-Opportunity Notices

For Sale, Exchange, Help Wanted, etc,. 50c. for 25 words or less; subsequent insertions 25c. Send cash with order.

FOR RENT.

Corner store, 20x50 feet, suitable for drug business, in hotel building. Best location. Main street and Rotunda entrance. Steam heated. Box 50, Canadian Druggist, Dineen Bldg., Toronto.

FOR SALE.

Set of second hand drug store fixtures. Apply promptly to Box 60, Canadian Druggist.

SOLUTION—NON-FREEZING.

Here is a solution that could be manufactured and sold at a good profit during the winter months. An advertised article which is now in the market sells for 75 cents per gallon in five gallon quantities.

Calcium Chloride	5 lbs.
Glycerine	8 ozs.
Water, q.s.	12 lbs.

If this is put up for the market, the following directions should be placed upon the label :

See that all hose connections are tightened and if they are old and cracked replace with new ones. Drain the radiators and if alcohol or another non-freezing mixture has been previously used, rinse out thoroughly with water under pressure.

Fill the radiator with the solution made as per above formula, but allow two or three inches at the top for the expansion of the fluid. Do not use well or city water for this solution but always use boiled or distilled water. Replace the water lost by evaporation from time to time.

The above mixture will prevent freezing in radiators in a temperature as low as 45 degrees Fahrenheit.

CALCIUM CHLORIDE SOLUTIONS

2¼ lbs. to 1 gallon freezes at	7 degrees F.
2¾ lbs. to 1 gallon freezes at	0 degrees F.
3 lbs. to 1 gallon freezes at	— 9 degrees F.
3½ lbs. to 1 gallon freezes at	—18 degrees F.
4 lbs. to 1 gallon freezes at	—33 degrees F.

This solution is apt to corrode metal parts.

GLYCERINE SOLUTIONS.

Glycerine is expensive to use and does not give satisfactory results during very cold weather.

10 Glycerine with 90 water freezes at 30 deg. F.
20 Glycerine with 80 water freezes at 27 deg. F.
30 Glycerine with 70 water freezes at 21 deg. F.

USEFUL EQUIVALENTS.

29.57 gm. in a fl. oz.
28.35 gm. in an Av. oz.
31.1 gm. in a Troy oz.
1 gm. equals 15.432 gr.
1 gr. equals 64.9 mg.
1 lb. equals 453.592 gm.
1 M. equals 39.37 in.
1 in. equals 25.4 mm.
16.23 minims in 1 cc.
473.179 cc. in a pint.
1 minim of water weighs .95 gr.

PRESENTATION TO JOHN A. TREMBLE.

Mr. John A. Tremble, who for the past ten years has been president of the Quebec Pharmaceutical Association, was honored by the members of the Council at a banquet held at the Ritz-Carlton Hotel, Montreal, a few days ago. Mr. Tremble was presented with a gold watch and a chest of silver suitably engraved. Those present were : J. W. Lecours, A. J. Lawrence, G. Peccheron, F. H. Spearman, H. W. Reynolds, R. E. Pilon, E. C. Fraser and others.

If you find yourself tempted to some move that you realize will not bear the light of scrutiny, just stop and consider whether you ever knew of a dishonest success.

MINNEAPOLIS CITY COUNCIL PASSES AN ANTI-NARCOTIC ORDINANCE.

TEXT OF THE ORDINANCE.

Regulating the sale, distribution and possession of chloral hydrate, opium and coca leaves, their compounds, preparations and derivatives, and the salts, compounds and preparations of such derivatives.

The City Council of the City of Minneapolis do Ordain as Follows:

Section 1.—It shall be unlawful for any person, firm or corporation other than manufacturing or wholesale druggists, physicians, dentists, veterinarians and pharmacists, or hospitals, colleges and scientific institutions employing or in charge of physicians, dentists, pharmacists, or veterinarians, to have in his, or their possession for the purpose of selling, bartering, furnishing, or giving away, any quantity of opium or coca leaves (excepting decocainized coca leaves or preparation made therefrom), their compounds, preparations or derivatives or the salts, compounds or preparations of said derivatives, or chloral hydrate, and the sale, barter or gift thereof by those herein permitted to have in their possession for such purpose, shall be unlawful, excepting as hereinafter provided:

A:—Manufacturing and wholesale druggists may sell the drugs named in the ordinance to physicians, pharmacists, dentists, and veterinarians, licensed in this state, and to hospitals, colleges and scientific institutions employing or in charge of physicians, dentists, pharmacists or veterinarians, and each of the persons or parties named in this paragraph may sell to the other, or others, named herein.

B:—All other sales, gifts and distributions of the drugs named in this ordinance, except as hereinafter provided, shall be only on the original written prescription of a physician, dentist, or veterinarian, licensed under the laws of this state. Said prescriptions shall contain the name of the person for whom prescribed, or the name of the owner of the animal for which prescribed; they shall bear the date of issue, and be signed by the prescriber, they shall be kept on file for, at least, two years by the pharmacist, physician, dentist, or veterinarian, dispensing the same, to be accessible, at all reasonable times for the inspection of the proper authorities, and shall not be filled more than once. Provided, however, that licensed physicians, dentists, and veterinarians need not write prescriptions or file the same for inspection when said drugs are administered by them in person or in their actual presence to patients in need thereof, and provided further that the ordinance shall not apply to duly licensed pharmacists, or assistant pharmacists in the sale or distribution of lotions, liniments, ointments and plasters containing opium, its compounds, preparations or derivatives, or the salts, compounds and preparations of said derivatives, for external use only, when so labeled and when not fit for internal use, nor to household and proprietary remedies and prescriptions containing not more than either 2 grains of opium, or ¼ of a grain of morphine, or 1-12 of a grain of heroin or one grain of codeine or any salt or derivative of any of them, or 120 grains of chloral hydrate in one fluid or avoirdupois ounce. The term physicians as used herein shall be construed to mean legally licensed physicians and surgeons under the laws of Minnesota.

Sec. 2. The possession by a person, firm or corporation of the drugs herein named, other than by those who are specifically herein permitted to have possession thereof, or their agents or employees, while acting within the scope of their employment, shall be prima-facie evidence of the violation of this ordinance, unless it be shown that such possession is on the original written prescription of a physician, dentist, or veterinarian, or that it be a preparation specifically exempted herein, and then only when kept for consumption and not for sale or distribution.

Sec. 3. Any person, firm or corporation, or person acting for a firm or corporation who violates any provision of this ordinance shall upon conviction thereof be punished by a fine of not less than fifty dollars nor more than one hundred dollars or by imprisonment of not less than thirty days or more than ninety days, or both.

Sec. 4. This ordinance shall take effect and be in force from and after its publication.

APPRECIATION.

With growing confidence it is our privilege to report another year of progress. The loyalty of our fellow-druggists and their pronounced appreciation, as shown by the acceptance of a policy that suggests individuality and a larger conservation of the results of individual effort has made this possible, and we believe that the continuance of a policy such as this will undoubtedly add to the upbuilding of every drug business in the Dominion.

It is our ambition to continue to serve the retailer in the development of his business by giving the greatest consideration to quality of contents, individuality of design and attractiveness of package.

Our interests are identical and we feel that if we do our part faithfully a larger result may be expected.

We gratefully acknowledge the kindly appreciation of the retailer and are sincere in our wish that the coming year may bring with it a greater measure of success. The Toronto Pharmacal Co., Limited, Toronto, Montreal, Winnipeg.

The Canadian Druggist

Vol. xxvi TORONTO, CANADA, FEBRUARY, 1914 No. 2

Society News.

MANITOBA PHARMACEUTICAL ASSOCIATION.

The results of the minor examinations of the Association held at the close of the 1913 session of the college were announced as follows :

C. N. Mayoss, general proficiency silver medal.

The honor list in order of merit is : C. N. Mayoss, H. S. Rungay, K. M. Morgan, A. C. Mathers, J. A. McLeod, M. W. Johnston, K. G. Harman.

Pass list, alphabetically arranged : I. Caminetsky, O. Collins, F. L. Connors, H. G. Derby, B. A. Glenn, A. E. Horner, F. Ingram, E. F. Lesage, J. H. Meahan, C. Mills, A. R. Minnis, C. McCloy, A. J. McDonnell, R. A. McMillen, J. E. McNeil, C. McRory, J. H. Pascoe, G. E. Rae, W. H. Richards, C. A. Sambrook, J. Saunderson, G. W. Slipp, W. A. Still, E. B. Walker, G. A. Walkey, C. G. Whidden, J. Wilder, P. A. Young.

Miss Waddell is granted a supplemental in dispensing.

Examiners : Messrs. E. Nesbitt, C. W. Campbell, Westaway, Miami.

MONTREAL COLLEGE OF PHARMACY.

SESSIONAL EXAMINATIONS

The Christmas examinations of the Montreal College of Pharmacy resulted as follows (names given in order of merit) :—

Passed in Botany—Wm. Lovel, H. Fishman.

Passed in Materia Medica—W. J. Casey, H. E. Borden, J. N. Rainville, W. Nobell, J. Getz, A. Gold, L. A. Casey, Dora Schader, C. Hildreth, J. H. Scarff.

Passed in Junior Chemistry—W. J. Cavanagh, H. E. Borden, J. B. Martin, S. Schube, C. Colle, Charlotte G. Hill.

Passed in Senior Chemistry—Max Chattel, J. Couillard, A. Julian.

The next session of the College commenced on January 5th, 1914.

P. E. I. PHARMACEUTICAL ASSOCIATION.

EXAMINATION ANNOUNCEMENT.

Mr. E. A. Foster, registrar, makes the following announcement :

The board of examiners of the P.E.I. Pharmaceutical Association will meet for the purpose of examining candidates offering for registration on January 28th, 1914. Every candidate for examination shall satisfy the council that he has served as assistant in a drug store for not less than four years and at least two of these years has been employed in the dispensing of prescriptions.

Candidates must give notice to the secretary-registrar in writing, of their intention to present themselves for examination at least fifteen days before the date fixed for the examination. Such notice must be accompanied by examination fee of $5.00, and by certificate to the satisfaction of the Council that the candidate possesses the qualification above described. Any person entering his name and not presenting himself at the time and place fixed for the examinations shall forfeit his fee to the Association.

E. A. Foster,
Secretary-registrar.

SASKATCHEWAN PHARMACEUTICAL ASSN.

SCHOOL OF PHARMACY.

The pharmacy department of the Saskatchewan University opened on January 6th, and will continue four months.

The timetable which does not appear in the University calendar, is as follows :

Monday—9-10, Chemistry ; 10-11, Pharmacy ; 11-12, Pharmacy ; 3-4, Botany ; 4-5, Botany.

Tuesday—9-10, Chemistry ; 10-11, Materia Medica ; 2-3, Chem. Lab.; 3-4, Chem. Lab.; 4-5, Chem. Lab.

Wednesday—9-10, Prescription ; 10-11, Pharmacy ; 11-12, Pharmacy.

Thursday—9-10, Chemistry, 10-11, Materia Medica; 11-12, Materia Medica; 2-3, Chem. Lab.; 3-4, Chem. Lab.; 4-5, Chem. Lab.

Friday—9-10, Prescriptions; 10-11, Pharmacy; 11-12, Pharmacy; 3-4, Botany; 4-5, Botany.

PHARMACEUTICAL ASSOCIATION OF THE PROVINCE OF QUEBEC.

The preliminary board of examiners held their quarterly examinations on the 8th of January last, when 15 candidates presented themselves. The following names, by order of merit, passed successfully, namely:—M. M. Lucien Giroux, Wilfrid Lemire, Moses Horchberg, A. Papillon, J. W. Simpson, Lucien Ledoux, C. C. Bale, J.O. Cuson, Jos. Ressette, Oliva Lavallee, J. E. Gingras, L. O. Regnier, Jule Legare, Rector Curtois, L. Parrette, N. Ostro.

The following are passed on all subjects but one: M.M.A. Paquin, L. Proulx, E. Jarry.

Examiners: Professors J. O. Cassegrain of the Jacques Cartier Normal School, and Isaac Gammell of the Montreal High School, with Mr. A. J. Laurence as general supervisor, and V. Giroux as supervisor for Quebec.

HENRY J. PILON, Secretary.

SANOL MFG. CO.

Mr. J. D. Roberts, of the Sanol Manufacturing Company, of Winnipeg, is in Toronto at the present time. We understand that he is making arrangements for an advertising campaign for 1914. One of his special ideas for this year is to place a Sanol folder in every drug store. This is an expensive undertaking, but Mr. Roberts, who is an expert advertising man, appreciates the value of advertising, and feels assured that it is well worth trying. E. G. West & Co. are the selling agents for Ontario.

OPAL CREAM JARS.

The T. C. Wheaton Co., of Millville, New Jersey, are having a splendid sale for their opal cream jars. These jars are made in various styles, viz.: Tall square, fluted on two sides, or all sides plain, as desired. They are fitted with satin finish, aluminum screw caps, make a fine package for toilet creams, etc.

HOMEOPATHIC VIALS.

These vials are made from selected tough glass, with or without lip or ring, also with aluminum screw cap. These goods, also the above mentioned opal cream jars, are the product of the T. C. Wheaton Co., who have made arrangements with the Richards Glass Co., of Toronto, to supply the trade with these goods. This will prove a very great advantage to customers who can rely on the careful attention and prompt delivery of all orders.

THE INDUSTRIAL ASCENDANCY OF NOVA SCOTIA.

The Canadian Manufacturers' Association in Nova Scotia has recently issued a booklet, which forms a story of the growth and development of their Province during the past few years. It is extremely interesting, and certainly is an eye-opener to most people who have not previously studied commerce and conditions in Nova Scotia.

To the Editor Canadian Druggist.

An effort has been successfully carried out to demonstrate to the world the progress that Nova Scotia has made in the field of manufacturing. We refer to the book entitled "The Industrial Ascendancy of Nova Scotia" which has recently been published by the Nova Scotia Branch of the Canadian Manufacturers' Association. This volume is a picture story of the principal manufactories in Nova Scotia, and we are sure it will prove an eye-opener to many in this Province to see the development of the manufacturing industry in Nova Scotia, particularly in such centres as Amherst, New Glasgow and Sydney. An impression has existed among some people that Nova Scotia is not a manufacturing Province. Such an impression will certainly be dissipated in the minds of those who peruse this finely illustrated publication.

The contest for business to-day is as strenuous between countries as it is between individuals, and the qualities that count for the success of the individual in the competitive field count equally for the success of a province or nation. The more a man becomes known for efficiency in what he is attempting to do, the more business is likely to come his way. Consequently as Nova Scotia becomes recognized more widely as a place where manufacturing can be done successfully, the confidence of outsiders will be correspondingly enlarged. Wherever this booklet goes it will be an ocular demonstration of the progress that Nova Scotia has made in the creation of factories. Indeed the volume is designed not only to change the opinion of those who think of Nova Scotia as merely a producer of fish, farm products and lumber, but also to induce an interest among capitalists in the establishment of additional factories in that province. A copy may be obtained by writing the Secretary of the Publicity Committee, Nova Scotia Branch, Halifax.

Defendant—I don't know what I'd have done if it hadn't been for you.

Lawyer—I know, though. You'd have done time.

"FROSST'S"

PHARMACEUTICALS

A uniform quality.

A uniform discount throughout.

When ordering from your wholesaler specify "Frosst."

Charles E. Frosst & Co. **Montreal**

The Leading Line

Beecham's Pills

- Notice to the Trade -

The Proprietor of Beecham's Pills begs to notify the Retail Trade of Canada that in consequence of the liberal advertising which is appearing in the press throughout the Dominion, and the fact that Beecham's Pills are so well-known and valued by the residents who have come from the British Isles, the demand is rapidly increasing, and retailers are recommended to purchase Beecham's Pills in larger quantities and obtain the advantage of a better price. The following firms are the Distributing Agents:

All Depots and Branches of the National Drug & Chemical Co. of Canada, Limited.
Messrs Lymans Limited., Montreal.
Messrs Lyman Bros. & Co., Limited, Toronto.
Messrs Martin Bole & Wynne Company, Winnipeg.

WHOLESALE PRICES:

Less than one dozen	$2.30 per dozen	less 5%
One dozen	2.20 " "	
Six dozen	2.10 " "	

Prepared only by the proprietor, **THOMAS BEECHAM, ST. HELENS, ENGLAND.**

BUSINESS BUILDING AND BOOSTING.

By K. Kalsiwoa, Ph. G.

The first thing you do when you enter a restaurant is to take an optical snapshot of the place. Then you view the picture, criticise it and draw conclusions. This is done in the twinkling of an eye. You have the place mentally sized up. If it is neat and clean you are not sorry you came in—you will rather enjoy your meal, for the cooking will probably be done in the same style. If the floor is swept, the linen spotless, the silverware bright, the windows clean, and the place in general clean and orderly, you are glad you came— you will come again, maybe. If the service is right, the waiter neat, tidy and courteous, and the place breathes an atmosphere of welcome, you are more certain of coming next time. If the food shows careful selection, skillful cooking and attractive serving, if the price is right and the cashier hands you your change instead of flinging it at you, says "thank you" and sees you out with a smile of "come again," you will come back and come back often.

The same is true of a drug store. A person entering your place wants to see a clean store, wants to see a neat clerk, wants quick service, wants good goods, wants the right price, and is sure to come back for more of your courtesy. He knows you appreciate his patronage, and you are working for it. These are the primary essentials of business boosting and building.

The arrangement of your stock has something to do with the amount of your sale slips, as well as saving you many steps which amount to miles at the end of the year. Judgment and discretion must be used in arranging your store. A soda fountain should be as near to the street or windows as possible, so that passersby may see it. Following the fountain the candy case would naturally come, for patrons of the fountain are generally the younger couples, and while they are sitting at the fountain she may spy the candy and say: "What nice looking chocolates?" Of course he will say: "Let us have a pound of those."

Over near the door the cigar case should have its place, for the smoker wants his cigar in a hurry—or wants one because he has seen them through the door. Or possibly the same young fellow who bought the chocolates sees some nice cigarettes and buys a package.

If you carry magazines put them near the phone, so that people waiting to use the phone will glance them over. Or, her number may be busy—she will pick up a magazine and read a few lines, then become interested in the particular story and buy.

To succeed you must have the right kind of goods. Certain neighborhoods require different lines or classes of goods. Clear out the old stickers and replace them with saleable stock. If you are near a factory neighborhood you don't want fifty cent toilet soap. Tar and lava soap is what will sell there. If you are near a poor quarter of the city you don't want $5 perfumes and twobit cigars. Get what your trade wants.

Now that you have the goods for your particular trade show them. Put them out where the people can see them, fill your windows and your show cases. Show as much of your stock as possible; it impresses the public. They see something they had not thought of or did not know you carried; or they are tempted to buy something they did not want or need. Arrange your goods neatly and attractively. Pile them up to make a big showing—business will look prosperous. Fix your displays so as to tempt the eye—the pocketbook will open as a result.

Your have the goods and they are well arranged; your trade is picking up. Now rivet the trade to your store with courteous treatment and reasonable accommodations. Be polite to habitual phone users. They may turn out to be your best customers. They may not need drugs till the baby is taken with diphtheria. The mother comes to your place to phone for the doctor. She is nervous and worried and asks you to phone for her. Do it, but do it pleasantly. The doctor comes and needs antitoxine—you supply her and your trouble is trebly repaid. Chronic stamp customers sometimes make valuable patrons if treated politely. Sell them the stamps many times, even if they do not buy anything else, but put the next batch of stamps they buy in a printed drug envelope, which calls their attention to the fact that your stationery is the best and cheapest in price. This starts them thinking. The next time you'll sell a tablet and envelopes.

Competition is so keen nowadays that accommodation is a necessity. A lady with a gocart will remember you if you open the door for her. A man who buys a cigar will come back if you have a cigar lighter lighted. A child will always come back if you give him some advertising picture or booklet. Treat the children kindly and civilly: their dime is as good as anyone else's. They have plenty of time and can just as well coast or skate to the next place, where their patronage is wanted and where they are personally catered to.

Now that you have the trade riveted to your store reinforce the rivets. The quality of your goods should be supreme. Over priced cheap cigars disgust a smoker. Cheap candy at a better price makes a woman feel as though you robbed her. Too small a plain soda does not satify a thirst. Goods without merit are not repeaters. Pay a little more—it attaches a rubber band to your patrons—they can't help but come back—good goods.

The "Sweet Babee" Nursing Bottle

Pat. May 3, 1910

The "Sweet Babee" Nursing Bottle is easily washed on inside and requires no funnel to fill. The nipple is made in one piece and will not collapse, may be turned inside out and is easily washed.

The "Sweet Babee" is of the right size and will fit all sterilizers Endorsed by doctors and nurses.

Bottles and Nipples	$2.50 per doz.
Extra Nipples only	1.50 per doz.
Extra Bottles only	1.00 per doz.

These prices apply to the Sweet Babee and No eck Bottles and Nipples.

The "Smico" Bottle Warmer

The "Smico" Bottle Warmer is an especially designed case provided with Aluminum Top, in which any style of Nursing Bottle and Nipple may be placed, for keeping milk warm or cold, as desired. It will keep hot milk hot or cold milk cold for several hours. "Smico" Case is also a protection when traveling against breaking the nurser.

Price $2.50 per dozen.

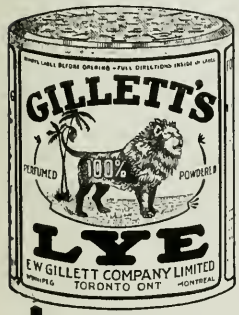
The Noneck Nursing Bottle and Nipple

The Noneck Nursing Bottle is filled without a funnel and washed out on inside like a tumbler which make it hygienic in every respect. It is recommended by doctors and nurses. The nipple is reversible and without seams, which makes it easy to clean on the inside, and very hygienic.

MANUFACTURED ONLY BY

THE YANKEE CO., Utica, N.Y., U.S.A.

Canadian Agents: National Drug & Chemical Co.



Just Read The Directions

Retail Druggists

get familiar with the many uses of Gillett's Lye and recommend it to your customers for making soap, cleaning of all kinds, and as a disinfectant —it's a sure trade bringer.

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WHY DO WOMEN STUDY PHARMACY?*

Probably more pharmacists have written on this subject than any other during the past two years; and there is possibly a greater diversity of opinion on the subject than any other. Below we reprint an article written by Herma Alice Rohn in The National Druggist. Seeing that it is by a woman pharmacist, it should be all the more interesting.

The question arising in the minds of many, and one which can be favorably answered is: Why do women study pharmacy? We believe we are correct in assuming that because of the few women who have thus far entered this calling the question has become a vital one, and in the minds of some, one to be carefully considered.

It needs but little thought on the part of those interested to discern that one of the problems confronting the proprietor of a drug store is the securing of an efficient and energetic clerk. The kind of clerk desired is one who has such a keen interest in the business that he will do his utmost to enhance the welfare of his employer. Woman, due to her characteristic of doing whatever she does with interest to all concerned, is without doubt the better qualified to make the efficient clerk. Her keen sense of justice will cause her to do her utmost to give satisfaction. The clerk who does not strive to advance the interests of the employer is not the clerk wanted in these days of strenuous activity along all lines. Again, for the sake of economy, the woman pharmacist will prove more efficient. Since she is likely to show keener interest in this profession, she will show a thriftiness which is so often lacking in man. Then, too, it would prove most convenient in some instances. For example, there comes to my mind a case which most singularly proves my assertion just made. The parents, owners of a drug store, have died. The oldest child to take charge of the store is a daughter. If she had had a course in pharmacy she would not be subjected to the trials of a clerk, who, without a doubt, would take advantage of her lack of knowledge and make the running of the store a burden, but could take charge herself and continue along the same lines as before the loss of her parents. Our first reason, therefore, is one of expediency and economy.

A second and more desirable motive that should prompt women to take up this profession is the fact that it furnishes them with a scientific and professional knowledge of one of the most exact sciences. If women, as long since has been proved, make the most successful school teachers; if we find among the most successful doctors that women stand in the front ranks; and in many other professions women take the lead, it is but reasonable to assume that the same will be true in the profession of pharmacy. Since it is an exact science requiring a great amount of memory work, and since women have proved proficient in the art of memorizing, it must be concluded that they will be the most successful in this profession. Then, too, as stated, above, it being a scientific and professional knowledge, it will tend to add dignity and grace to womankind.

Aside from these two main reasons there are many others of a minor character. It must not be forgotten that women as a rule are more accurate in what they do. Their attitude along all lines always shows this characteristic. This being true, and knowing that pharmacy demands accuracy, she will undoubtedly be the better equipped for the profession. Again, women have a keen aesthetic and artistic taste and most certainly would be able to better arrange stock in the store so as to appeal to the public and be the means of attracting custom. Cleanliness is likewise an asset to a well conducted store. This is also a trait that is to be found in a woman. Another important factor that enters into this discussion is the modest woman buyer. Frequently a woman comes into a store and, because of her timidity and modesty, will leave without purchasing the desired article. By having a woman clerk who has a thorough knowledge of the subject this would be a thing of the past, and the modest woman would no longer be subjected to embarassment due to the fact that she will not discuss many problems of a sensitive nature with a man clerk.

Whilst it is true that the older men in the profession do raise objections to women entering pharmacy, we find that the younger men are receiving woman with a glad hand, realizing that she is adding dignity and grace to this science.

We therefore conclude that from all viewpoints it is most opportune that woman has entered this field of knowledge, and we feel sure that she has already demonstrated by her efficiency, accuracy, artistic touch, and above all her aptness to acquire a thorough knowledge of this exact science, that she is entitled to enter the field and thus help advance this most important profession.

*A paper read before Chapter 6, W. O. N. A. R. D., and published in the Bulletin of the Philadelphia College of Pharmacy.

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PHARMACY IN GREAT BRITAIN

Insurance Matters—Organization—Adulteration—The Benevolent Fund—Cases in the Courts—The Storage of Celluloid—The Drug Market.

The New Year opens with favorable prospects, and there is every reason to expect that this year will be even more prosperous for pharmacists than last. The new conditions created by the National Insurance Act undoubtedly had a very beneficial effect upon pharmacy, and it is quite probable that we have only seen the beginning of the improvement. Unfortunately the accounts which are now being made up show that in a number of cases the sums allotted for the payment of the Insurance drug bills are not sufficient, and in those cases it is not improbable that the pharmacists concerned will have to take something off their accounts. This state of affairs is mainly due to extravagant prescribing, a practice which is likely to receive a check before long. On the other hand, there are districts where the total amount of the bills is well below the sums available for their payment.

* * * * *

The first business of the new year will be the re-organization of the Pharmaceutical Society's policy of re-organization. This has been rendered necessary by the new conditions created by the Insurance Act; in fact everything nowadays has to be considered in the light of the changes brought about by that far-reaching measure. A meeting of delegates from all districts has been summoned by the Society, at which it is hoped to devise a plan for a new system of organization. Preliminary district meetings are now being held with the object of selecting delegates and instructing them on the policy to adopt. The Council of the Society has already submitted to the local Associations a draft scheme of reorganization, and this is forming the basis of discussions at these meetings. This scheme proposes the formation of a Pharmaceutical General Committee on Insurance, this committee to consist of fifteen persons, nine to be appointed by the Council of the Pharm. Society from among the twenty-one members on the Council, and six to be elected by ballot. To the Pharmaceutical General Committee everything appertaining to Insurance would be referred by the Pharmaceutical Society's Council. From what I can gather, this proposed scheme does not meet with general approval, the chief objection being to the preponderance of members of Council on the General Committee. The whole thing is quite a new departure, and serves to show what changes the Insurance Act is causing.

* * * * *

The annual report of the Local Government Board contains some interesting details with regard to the adulteration of foods and drugs. The total number of samples examined by public analysts during the year in question was 108,000, and of these 9,000 were reported against. In the majority of cases, however, the extent of the adulteration cannot have been important, as legal proceedings were instituted against vendors in only 3,370 cases, and penalties imposed in only 2,300 cases. In view of the number of samples taken and of the fact that the inspectors make a point of "sampling" suspected stores the amount of adulteration cannot be considered alarming, although of course one would like to see it less. Of the hundred thousand odd samples examined, 3,640 were drugs, of which 328 were reported against. The drugs most frequently sampled were camphorated oil (554 samples taken, 31 adulterated) spirit of nitrous ether (248 examined, 77 adulterated) and cream of tartar (231 examined 5 adulterated). It is safe to assume that in the vast majority of cases the adulterated samples were not bought from pharmacists but from small shopkeepers who are ignorant of the nature of drugs.

* * * * *

The Pharmaceutical Society's Benevolent Fund is in a sound position, but an endeavor is being made to make it still sounder. There is a capital of something like $220,000, and in addition to this approximately $7,500 are contributed annually by subscribers. Any distressed pharmacist, whether or not he is a member of the Society, is entitled to relief from the fund, as also are widows and orphans of pharmacists. There are thirty one annuitants, each receiving $250, and last year about $8,000, in addition to the sums paid to annuitants, were distributed for the relief of necessitous cases. Next year will be the fiftieth anniversary of the election of the first annuitant, and it is hoped to celebrate this event by the receipt of a greatly increased amount of subscriptions.

* * * * *

An interesting case was before the Court the other day, in which a well-known London firm was summoned for selling in their toy department what are known as "Magic Serpents' Eggs." These are little round pellats containing mercuric sulphocyanide: when a light is applied to a pellet, something for all the world like a serpent's tail, begins to wriggle out. At one time these things were very popular, but as mercuric sulphocyanide is a sched-

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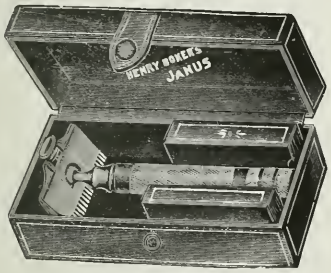

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uled poison, it is an offence for anyone but a pharmacist to sell them, and even he would have to label the box "poison," which is not the way to popularize a toy. The firm in question was fined fifty dollars including costs. Another case which was before the courts recently was one in which Messrs. Stafford Allen & Sons, of London, were summoned under the Sale of Food and Drugs Act for selling white pepper containing ten per cent. of husks. There was a lengthy hearing, and expert witnesses appeared for each side. In the end the magistrates decided that the percentage of husk was excessive, and inflicted a small fine. As this is a test case there will probably be an appeal.

* * *

The Departmental Committee on Celluloid has issued its report. The committee does not consider that the necessity has arisen for making regulations with regard to the storage of celluloid in shops, although it recommends that precautions, should be taken. On the other hand the committee recommended that warehouses in which more than 5 cwt. of celluloid is stored should be registered.

* * * * *

The principal event in the drug market, since I last wrote, has been an advance of three cents per ounce in the price of quinine. An advance had been expected, but hardly at the moment when it came. An advance in the price of Santonin has also been announced, the price now being twenty five times as high as that at which it could at one time be bought. Opium is firm, and Morphine slightly dearer. Cod Liver Oil is very quiet, buyers awaiting results of the earlier part of the new season's fishing in Norway. Essence of Lemon tends lower.

Still They Come!

Another interesting letter from one of our subscribers.

To the Editor Canadian Druggist:

Enclosed please find express order for $1.00 as per account enclosed. I am out of the drug business now, but I like to read the Canadian Druggist just the same. Please continue sending it.

Yours truly,

J. W. C.

Winnipeg, Man.

UTILISATION OF ATMOSPHERIC NITROGEN.

By G. Cecil Jones, F.I.G.

In the Chemical Trade Journal and Chemical Engineer.

It is now seven years since Guye read his paper on this subject before a crowded meeting of the London section of the Society of Chemical Industry, a date from which many people's interest in the subject starts. Though much information was available before that date in foreign journals and patent specifications, the reading of Guye's paper was a land mark, as Caro's presence brought about an interesting discussion of the commercial advantages and disadvantages of the two practical solutions of the problem then before us, namely, the cyanamide process of Frank and Caro, and the processes for the oxidation of atmospheric nitrogen for which Guye was spokesman. Caro cited figures, which in his opinion left no doubt that the oxidation processes could never compete with the cyanamide process, laying stress on the fact that the former processes required three times the expenditure of electrical energy per unit of nitrogen fixed, whilst the late Oscar Guttmann put his finger on another weak spot, namely, that though the oxidation processes could be worked without any expenditure for raw materials—an important part of the claim made for them,—yet the only product thus obtainable was 50 per cent. nitric acid, an article for which there is a limited market and which is costly to transport. The criticism was, however, by no means all on one side, and in particular it was urged that the manurial value of the unit of nitrogen in the form of calcium cyanamide was less well established than that of calcium nitrate and that it might well be that the real competition would not be between nitrate of lime and calcium cyanamide, but between the former and an ammonium salt made from calcium cyanamide, the cost of producing which might seriously modify Caro's calculations.

In the sequel, both processes are working economically to-day, and there are proposals afoot to increase largely the power applied to each. Does it follow that the critics of 1906 were wrong, or can the co-existence of both processes as successful commercial undertakings to-day be explained by improvements introduced since the date of criticism? That each type of process has been improved may be admitted. But just because both have been improved, and not merely one of them, the balance of advantage of the rival processes is probably much the same to-day as it was in 1906. The data from which the critics argued in that year are changed, but will support very much the same conclusions as could validly be drawn in 1906. They do not now, nor did they then, support the generalisation that either process cannot in any circumstances

compete successfully with the other. One may go so far as to say that there is as yet no competition between the products of the two processes. The production from either is so small compared with that of nitrate of soda that the price of the latter alone determines whether any particular process for the fixation of atmospheric nitrogen can be remunerative. There can be no direct competition between the products until their production is largely increased and that of Chilian nitrate diminished. It is far more probable that, before then, cyanamide, Norwegian nitre, and Chilian nitrate itself, may find themselves in sharp competition with some other synthetic product, such as ammonia, produced by Haber's process, which it may be found possible to produce not only cheaply, but in quantities which would make it the principal factor in determining the price of the unit of nitrogen.

But though no mere improvement in the cyanamide process or in the processes for oxidising nitrogen is likely so to cheapen the unit of fixed nitrogen as to render the other type of process unremunerative, it is far from being a matter of indifference which process, in a particular instance, is adopted. In general, it may be said that, where power is very cheap indeed, the best available oxidation process will be the more remunerative. With power several times as costly, but still very cheap as power costs go in England, the manufacture of calcium cyanamide is a profitable undertaking, whereas that of nitrate of lime would not be. For example, more than one carbide factory which was working as a loss making carbide with relatively cheap water power, though much more costly power than that used in the production of Norwegian nitre, has converted that loss into a profit by undertaking the manufacture of calcium cyanamide. It is doubtful if one of the factories which have done this could have made nitrate of lime with power at their figure, though their decision in favor of the cyanamide process must not be taken as evidence of this, because the decision was no doubt largely based on the fact that the cyanamide process was a natural development of the carbide process. In a particular case, it may still be difficult to decide which process will be the more remunerative, but a careful study of local conditions in the light of what is being done elsewhere makes it possible to come to a decision which cannot be far wrong. A mere knowledge of what has been published on the technical side, though important, is not sufficient equipment for deciding this question. A sound grasp of the principles involved in the oxidation process is necessary if the merits of that process are to be rightly assessed, for, though it is not suggested that any figures of yields and concentrations obtained are wrong, it by no means follows then that these yields and concentrations can be ensured by merely following the directions of certain patent specifications, nor that they are not susceptible of substantial improvement. But the cost of power and an exact knowledge of the technical yield obtainable by each process per kilowatt year are not the only factors. Coal at a reasonable figure is essential to the cyanamide process, but a more important factor is the outlet for the product. Both processes depend on cheap power, which means water power, and this as a rule is not found close to a market for the products. Even if the distance in miles be small, the difficulties and expense of transport may be great. The profit and loss accounts of existing undertakings are among the most important aids in deciding whether one or other of these processes can be operated successfully at a particular place, but these accounts, even when obtainable, will only mislead the reader unless he has more knowledge of the undertaking than they afford alone. In many cases it is extremely difficult to discover what proportions of the available power is being utilised, and all the accounts of the Norwegian undertakings are complicated by the fact that only a fraction of the total capital was dividend earning at the date of the accounts, the rest being sunk in works not yet productive. Nevertheless, some useful conclusions can be drawn. Another direction in which mere accounts may mislead is that they give the total sales for the year, but do not always show if more than one product was sold, and this is sometimes slurred over in the report, which, of course, is published for the information of shareholders, and not to assist outsiders. For example, it may surprise some of our readers to know that for a considerable time the chief product of the famous Notodden works was not calcium nitrate, but ammonium nitrate. The writer is not sure that this is the case now, but sees in prices current no reason for any change. Notodden is in a position to get ammonium liquor cheaply from England, and it may well be that a factory so situated might work the oxidation process economically, even if its power cost far more than at Notodden, so much in fact as to render the manufacture of calcium nitrate unremunerative.

To come to a consideration of the alternative processes for the oxidation of nitrogen. Of many described, three have been operated on a really large scale, those of Birkeland and Eyde, Schoenherr and Pauling. The last of the three is probably the least satisfactory, so no further reference will be made to it in this short article, beyond pointing out that it can, without doubt, be worked profitably in certain places, and that financial mismanagement alone is sufficient to account for the unhappy history of the company first formed to exploit it. To Birkeland and Eyde and their backers belongs the credit of establishing this industry on a firm basis, but, ingenious and practical as their

furnace was, most chemical engineers, comparing it with that of Schonherr, would decide in favor of the latter. The published figures of yield per kilowatt hour, and concentration of nitric oxide, combine to confirm this decision. But the possibilities of the Birkeland and Eyde furnace must be overlooked. It may well be that means may be found to increase the concentration of nitric oxide which can be attained and retained by any of the processes, means more or less independent of the type of furnace, but which may just turn the scale in favor of the Birkeland and Eyde furnace, which has this advantage that it can be built in large units at least to 3,000kw.— whereas the Schonherr furnace has not so far been constructed in larger units than 800kw. This suggestion to keep an eye on the Birkeland Eyde process, and any improvements in it, has more weight behind it than the present writer's opinion. The company which controls both sets of patents is not merely experimenting with Birkeland-Eyde furnaces, but has installed six 5,000kw. units alongside about a hundred Schonherr furnaces of 800kw. each. These figures afford the strongest evidence that the Schonherr furnace is the more efficient to-day, but the substantial fraction of the total power available capable of only one interpretation, namely, that in allotted to the Birkeland-Eyde installation seems the opinion of those best informed, very little would upset the balance in favor of the Birkeland-Eyde furnace, and that that "very little" is far from unlikely of attainment, about a four to one chance in fact.

The manufacture of calcium cyanamide has settled down almost on standard lines. It is a process calling for much more skill in technical control than the oxidation processes. But given that skill, there should be no difficulty in future in turning out a uniform product of high nitrogen content. Nor is there any longer any excuse for shipping material which by its content of unaltered carbide is dangerous cargo. The same treatment which makes it safe cargo will, with little extra trouble, largely reduce the dust nuisance, which militated so greatly against the introduction of this material at first. That for many soils and crops, calcium cyanamide is, unit for unit of nitrogen, substantially equal to sulphate of ammonia is now established. On some soils it gives very poor results, and to some crops it appears to be positively harmful, but the conditions unfavorable to its use can now be defined with some precision and, as they become more widely known, disappointment will be less common, and the general prejudice against the new fertiliser which has kept its price down hitherto will disappear. The number of places where the calcium cyanamide process can be worked is far larger than that of the places where oxidation processes can be economically worked. Already there are many factories, and not only in Europe. In planning a new one the imperative need for adequate technical control must not be overlooked. This sets a limit to the scale on which the process can be worked. A number of circumstances make it unlikely that any proposal will be made to operate the oxidation processes on a small scale, but at first sight the cyanamide process looks as thought it might be operated profitably on a much smaller scale than is actually the case. The chief factor in determining the smallest scale on which it can be worked profitably will almost certainly be this item of salaries of the superior staff and wages of skilled workmen, the number of which cannot be reduced indefinitely.

Though we hear from time to time that we are within sight of the day when all practicable sources of water power will be engaged in the service of man, and though the value of water power tends to increase somewhat rapidly, there yet remain places where the oxidation of atmospheric nitrogen could be made to yield a handsome profit, and a very large number of places where calcium cyanamide could be produced with advantage. The only big cloud on the horizon is Haber's process for the synthesis of ammonia by compression of nitrogen and hydrogen in presence of a catalyst. There are other clouds, but this is the only big one, and there are sound reasons for supposing that it will not be allowed to burst so soon as to destroy existing undertakings for the fixation of atmospheric nitrogen until they have repaid their proprietors capital with interest. The Haber patents are controlled by the the Badische Anilin und Soda-Fabrik. Though they are not marketing ammonia, there is an impression abroad that they could do so profitably if they liked. Be that as it may, there is a strong probability that in time they will be in a position to do so, and will do it. The results known to have been achieved are extraordinary, and if the process can be made into an economic one, its development could not be in stronger or more capable hands. But there are solid grounds for believing that the Badische are unlikely to knock the bottom out of the nitrate market all at once, even if they find it within their power to do so. The world's demand for fixed nitrogen is high, even at present prices. A very small reduction in price would enormously increase the demand. The Badische, therefore, or any other concern fortunate enough to hit on a much more economical method for the fixation of nitrogen than those at present operated, could sell several hundred thousand tons of ammonium sulphate annually at prices very little below present market rates, and at an enormous profit, if the process were really so cheap as to make them masters at will of the nitrogen position. This would not seriously affect investors in existing undertakings for the fixation of nitro-

gen, since there is a large margin of profit attached to these undertakings at present. It may be doubted whether it would ever pay a firm in the strong position above indicated to knock the bottom out of the nitrate marked. They would have to market three or four million tons of nitrate or its equivalent at a price leaving very little profit, if any, to drive their competitors out of the field. This might be worth while if they could look to have a prolonged monopoly afterwards; but could they? Necessity would stimulate invention, their own patents would run out, and every War Office, as well as every Board of Agriculture in the world would be their enemies. On the whole, therefore, no invention threatens to upset the nitrate market much more in the future than it has at times been upset in the past, and undertakings for the fixation of nitrogen by known methods in suitable localities have nothing to fear.

Though Birkeland and Eyde's and Schonherr's furnaces are the only ones that have paid dividends, a great many rival furnaces for the oxidation of nitrogen have been designed, patented, and in some cases tested up to a 500kw. scale. Many of these are so complicated that one may reasonably doubt whether they will ever get beyond the experimental stage, but Guye's furnace is free from this objection, the yield is not far short of that obtained with the Birkeland-Eyde furnace, and improvements are continually announced. Finally, Bender's process must be mentioned as the best of those not dependent on water power, but only on cheap fuel, such as lignite or peat. Briefly, his process in its latest form consists in burning producer gas in the producer itself, just above the level of the fuel, with the aid of oxygen or of air enriched with oxygen. A very high temperature is thus attained, and the rapid cooling, essential to the preservation of the nitric oxide formed is secured by jets of steam. It is said that this process can be worked at a profit with coal at 10s. a ton, and if this is so, it should have a great future in the neighborhood of coal mines.

An important consideration in any scheme for the oxidation of nitrogen on an industrial scale is the form in which it is to be sold. As has been said already, the normal product obtained by absorption in water is 50 per cent. nitric acid, and to recover the bulk of the fixed nitrogen in this form requires absorption towers of great capacity. For 50 per cent. nitric acid there is a limited market, and such acid costs large sums to transport. At Notodden, where ammonia liquor can be obtained cheaply from England, the manufacture of ammonium nitrate is a sound proposition, but the position of Notodden is exceptional, and, though the market would readily absorb any quantities of ammonium nitrate which could be produced, any large increase in output would lead to a substantial reduction in price. It is now known that cal-

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INCORPORATED

Philadelphia, Pa.

ium nitrate is, unit for unit of nitrogen, equal in manurial value to calcium nitrate, and as its production requires much less costly plant, we may expect that strong efforts will be made to force it on agriculturalists. Government departments have shown a strange lack of interest in the new fertilisers, the tardiness with which regulations were framed for the transport by sea of calcium cyanamide being one indication of such lack of interest, and they may allow calcium nitrite to be employed in agriculture until several men and horses have been poisoned, but that such poisoning will occur if any wide use is made of nitrites is certain, as is the fact that the trade in such as fertilisers will be shortlived. The production of calcium nitrite has been simplified and cheapened in several directions, and improvements are still possible here. Moreover, acid of 50 per cent. strength is not the only possible, though it is the normal product of absorption in water. By Guye's process, the essential feature of which is compression to 5 atmospheres before entrance into the absorption towers, acid of 95 per cent. strength has been obtained in a single operation. Ten or more practicable methods of concentrating 50 per cent. or 65 per cent. acid up to 94 to 97 per cent. have been described, each with merits which might make it the best method available in a particular set of circumstances. So far as the market will take it, sodium nitrite is, of course, one of the most profitable forms in which to sell oxidised nitrogen, but the market is relatively unimportant.

Beyond the oxidised nitrogen and cyanamide processes which are established on an industrial scale, and Haber's ammonia process, which there is reason to believe could be established without further experiment, only Serpek's aluminum nitride process seems of first-rate importance, though it has been said that the Badische patents for the production of nitride of silicon and aluminum, with subsequent recovery of the nitrogen in the form of ammonia, provide a means for the economic production of ammonia at present prices.

Serpek's process in its latest and simplest form consists essentially in heating a mixture of alumina and coal in a current of nitrogen at about 1,800 degrees C. The operation is carried out in a revolving electric resistance furnace, and ordinary producer gas serves as "nitrogen." The nitride obtained gives up nearly the whole of its nitrogen in the form of ammonia when boiled with water. As the consumption of the electrical energy is only half that required in the carbide-cyanamide process, and as the plant is not unreasonably elaborate and the process practically continues, the process should be much more economical than the cyanamide process where bauxite is found. It is not absolutely dependent on a continuous supply of bauxite, as the alumina is recovered as such when the nitride is decomposed, but the drying of this alumina would cost more than a fresh supply of bauxite in districts where the mineral is abundant.

The Badische process, to which reference has been made, consists in heating silica or a silicate with about one-third its weight of coal and about two per cent. of soda, as flux, in a current of nitrogen, the temperature being maintained at 1,300 to 1,400 degrees C., for ten to twelve hours. The product is boiled with four times its weight of ten per cent. brine, containing in addition 0.5 per cent. of caustic soda. The nitrogen is thus recovered as ammonia.

The number of patents in connection with processes for the fixation of atmospheric nitrogen is so large—those relating to the process briefly described in the last paragraph being ten in number—that it seemed best not to cite any in this short article. Many important ones have but a short term to run, others are almost certainly bad by reason of insufficient description, but this statement is not made to encourage infringement, rather to point out that an unlicensed attempt to work any of these processes carries other risks besides that of an action at law. It follows that a prospective licensee will need to assure himself that he is put in possession of unpublished discoveries where such discoveries may possibly be essential to the economic working of the process.

JOHN J. McLAUGHLIN.

Mr. John J. McLaughlin, for many years one of Toronto's leading business men, passed away a few days ago at his home in Toronto. The late J. J. McLaughlin was President of the firm of J. J. McLaughlin, Limited, which firm is known by every druggist in Canada.

The deceased gentleman had conducted the business for over twenty-five years, but owing to ill-health had been absent from the office periodically during the past few years. Born at Oshawa over fifty years ago, receiving his education at the public and high schools, he entered the Ontario College of Pharmacy, from which he graduated with high honors, achieving the distinction of carrying off the gold medal and various other prizes. After taking a post graduate course in New York, he commenced his business career. The late Mr. McLaughlin is survived by a widow, two sons and one daughter.

She—"Now you must admit that women are better than men." "Oh, I don't know. History doesn't say anything about seven devils being cast out of man." She—"No, of course not; he has every one of them still!"

SANOL

Is the only known cure for Gall Stones, Kidney and Bladder Stones, Gravel and all Kidney Troubles arising from the Uric Acid origin.

Sanol's Anti-Diabetes

This preparation is the only reliable and thoroughly tested remedy in the treatment of Diabetes Mellitus. Physicians of Canada and the United States endorse this valuable remedy.

Sanol's Blood Salt

Is an excellent remedy for Dyspepsia, Sour Stomach, Heartburn and Constipation, etc. This mixture is compounded so as to resemble in essence and effect the salty parts of the human blood.

Sanol for Gall Stones, Kidney and Bladder Stones, Gravel, Kidney Trouble. Wholesale $12.00 per dozen, retail $1.50 per bottle, one bottle free with each dozen.

Sanol's Anti-diabetes for Diabetes. Wholesale $16.00 per dozen, retail $2.00 per bottle, one bottle free with each dozen.

Sanol's Blood Mixture. Wholesale $7.00 per dozen, retail $1.50 per bottle.

Sanol's Eczema Cure. Wholesale $7.00 per dozen, retail $1.50 per bottle.

Sanol's Sal Sanguinis for Dyspepsia, Sour Stomach, etc. Wholesale $3.00 dozen, retail 50c a bottle.

Special agents appointed in each town.
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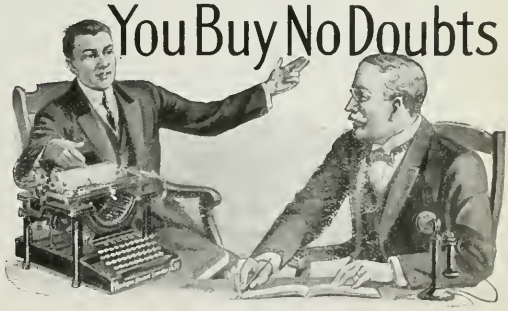

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WHAT IS TALC.

This is reminiscent of a certain parliamentary discussion of reciprocity. Someone sprung the question, "What is Talc?" The speaker was nonplussed, and could you blame him? Here's the definition:

"The origin of talc is due to an excess of silica filtration along the zone of alteration in magnesian limestone.

"The origin of the silica is due to the faulting caused by the intrusion of the recent greenstone."

Think of it, gentle reader, a dab of this follows civilized humanity from the cradle to the grave. The nurse sprinkles you good and plentiful the day you are born. The barber recommends it along with his latest hair restorer and sometimes puts it on whether you will or no.

"My ladye faire" numbers it among her toilet secrets, and when you are laid out cold in death, the undertaker decides your purple nose might scandalize the surviving relatives and makes it less conspicuous with talc.

What a comfort to know that within one hundred miles of Toronto there is enough crude talc to supply the world for some time to come. A mile or so from Madoc there is a vastly yawning white cavern, deep down into the bowels of the earth, and it is almost pure talc, every bit of it. The illustration shows a pile of it at the surface of the mine ready to be transported by wagon to the station. From thence in the form of white powder it is sent by rail to the talcum factories, and after being perfumed it is put up as talcum powder in the familiar shaker top tins that retail for a quarter. There is also a valuable commercial use for talc in the process of paper making, all fine white paper being perfected by its use. The product of the Madoc mines is said to be about the best of all around crude talc as yet to be found in America, and although it is considered a minor mineral product in the wealth of minerals mined in Canada, it is a most useful and necessary item in the commerce of to-day, and many large American manufactories would be at a serious loss if these almost limitless deposits in Hungerford Township did not exist.

TALC MINE AT MADOC WHERE IT IS ESTIMATED THERE IS SUFFICIENT TALC TO SUPPLY THE WORLD FOR SOME TIME TO COME.

DISINFECTION BY IODINE.

The antiseptic preparation of an operative site with tincture of iodine has become so much the fashion that any little hint relating to its successful application must prove useful to many of our readers.

An argument against the method is the irritation produced, ordinarily slight, it is true, but sometimes very pronounced, and occasionally unexpectedly serious.

The procedure consists in applying to the painted region a 5-per-cent. solution of hyposulphite of sodium. After the application of iodine, the surface is covered with a layer of absorbent cotton, and about five minutes later the cotton is soaked with the sulphite solution, warmed to about 104 degrees. The iodine is changed to iodide of sodium by the solution, which removes the irritation, and, being itself practically a physiologic solution, it is painless even to wounds or to tissues other than the skin.

The idea is to be credited to Prof. L. Sabbatini, of the University of Padua.

It is both simple and efficient in practice.—New Orleans Medical and Surgical Journal, October, 1912.

THE LATE DR. PIERCE.

Every reader of the Canadian Druggist will be sorry to hear of the death of Dr. Pierce, which took place a few days ago. He was well-known, not only to the retail druggists, but to the wholesale houses. He was, as most people know, a great believer in advertising, and his idea of giving the druggist a "square deal," and expecting the same from the druggist, has gone a long way towards making his goods famous.

THE LATE J. J. M'LAUGHLIN.

PHARMACY IN THE PRISON SERVICE.

By F. E. Bullen. M.P.S.

Amongst the few public appointments available to pharmacists, little seems to be known concerning those in H. M. Prison Service. It is probable that this branch of public service does not commend itself to the young and aspiring pharmacist, but there is something to be said in favor of a permanent post with a modest competence in the evening of one's days. Although this service, or any other public service for that matter, does not present the brilliant rewards which sometimes come to the pharmacist in commerce; does not, perhaps, give adequate return for the expensive and tedious early training; and may tend to restrict and narrow the ambition of the individual, yet there is much of interest, nay of romance, to be found working amongst the somewhat hidden world of criminality. The writer does not desire nor expect a large influx of competitors for the next appointment, but rather hopes to provide information of an interesting nature to those readers who are kind enough to persevere through this article.

The prison hospital is much like an ordinary hospital, inasmuch as the best skill and advantages are utilized for the amelioration of the sick. The hospital wards are of two kinds, either cellular or association, the first for ordinary cases are larger and have better accommodation than the ordinary cell; the latter are used for more serious cases, requiring continual attention, and except, maybe for the uniformed attendants, scarcely different from a general hospital ward. Cells for isolation, mental observation and restraint are also provided. The hospital staff consists of a medical officer, whose authority is practically supreme, a deputy medical officer, a pharmacist, a hospital principal warder, hospital warders and nurses. Theoretically the last four ranks are all available to the hospital staff, but as the qualification of pharmacist is seldom or never obtained by the hospital warder or nurse, an appointment is usually made by the Home Office from pharmacists who have been nominated for the same. Status is a matter which many pharmacists think important. In this service, as in many others, the status of the pharmacist is largely what he makes it. However that may be, he is alone in his position, and while treated courteously by all, need not expect to be classed as a superior officer. In matters of internal organisation he will take first place with the hospital subordinates, but, to the hospital principal warder, necessarily as the one conversant with them, are left the purely disciplinary duties of control. In addition to the drugs and instruments, the pharmacist is in charge of the dietary extras, and the first sight of those in stock would probably surprise the unitiated. Benger's Food, Brand's Essence, Bovril, Valentine's Meat Juice, jams, biscuits, oranges, lemons, brandy, whiskey, port wine, champagne, soda water, lemonade, calves foot jelly, coffee are amongst the delicacies which may be prescribed, and the lot of many a sick and dying prisoner must have been made easier by such consideration, and who will say it should not be? This paragraph need not be interpreted into supposing that the average convict lives upon these luxuries. Sick prisoners are seen at least once a day by the doctor, and this visit will result in a batch of prescriptions for the pharmacist. Such medicine will be dispensed in bottles bearing both name and register number of the patient, and the doses administered by the nursing staff. No prisoner is allowed medicine in his cell, unless it be a box of ointment or powder ordered by the doctor, and continual care has to be exercised that nothing injurious shall be permitted to be secreted. Naturally no prisoner acting as an orderly is permitted alone in any store or dispensary. The recently imported pharmacist will find the burden of his keys a regular nightmare, for it can be surmised that leaving keys about or doors unlocked is not permitted in a prison. The prisoners can see the doc-

tor at any time in an emergency, and so carefully is their health considered that officers are instructed to report any observations they may make as to the threatened bad health of their charges. Those prisoners desiring simple treatment for slight indispositions are expected to apply at a certain time as "casual sick," and the medicine then ordered has to be consumed on the spot. This necessitates some hard work for the pharmacist, as over a hundred may require dosing. Prison orderlies are available for carrying heavy loads of stock mixtures around the halls for this work. Several other duties closely allied to his work, such as syringing ears, taking temperatures, fitting spectacles, elastic stockings and trusses, and elementary bandaging may also be required during the day.

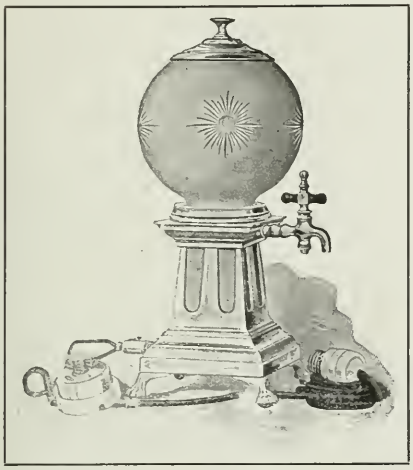
Even amidst this busy time there is much to interest the observant officer. Given a lengthy string of men, all in a similar garb, there is no need to suppose they are all alike in their personality. The coarse and vulgar cockney accent with which "just a drop of sody-junction for me stomick" is requested, may be followed by an aristocratic drawl— too pronounced to be genuine or deceive—with which the "Doctah" may be told of a heart affection, and I have known such a one to suggest that "spiritus ammon. aromat. and spiritus etheris nitrosi" might be a suitable remedy. One prisoner of this class was the victim of an operation at the hands of an expert ophthalmic surgeon, and when the business was over and the reaction had set in, he calmly inquired whether he might have "mistura spiritus vini gallici?" He got one dose and deserved it, but usually, the M.O. severely discountenances anything resembling prescribing by the patients. If there is any one failing common amongst criminals it is that of vanity. Should a man have education or special knowledge he must let it out, for, I presume, the listener's edification. One poor fellow was complaining to the medical officer about his spectacles which were not of the quality he desired. "You know, sir, I know all about these things, because outside I'm an optician or oculist and a specialist at that; that means that I'm a dabster at it!" Strange language for one so expert! Curiosity led me to look up his record, wherein he had described himself as a bricklayer! A vivid imagination or a varied number of occupations had evidently been his ruin. A considerable amount of clerical work is relegated to the pharmacist for a complete record is kept of the medical attendance on each prisoner. A medical history sheet is kept for each inmate, and no prisoner can mention his health to an outside correspondent without an accompanying note from the doctor as to the real facts. All confidential and official matter is copied, which work is usually that of the pharmacist. Then there is the dispensing entailed by the sickness of officers and their families, urine testing, perhaps, for the medical officers, whilst any few spare minutes can always be utilised in preparing stock mixtures and those galenicals which are not bought ready made.

The drugs are obtained from contractors who supply the whole of the prisons. A fairly complete list of unofficial drugs in addition to some unofficial ones and a number of sundries are on the contract. Other articles can be had by obtaining permission and submitting tenders. A definite amount of money is allotted to the prison for its drug account, which cannot be exceeded without consent. The pharmacist will have, of course, the ordering of all his stock.

The service employs nine pharmacists, and recognises them by this title, thus abolishing any necessity for an explanation as to the requisite qualification. They are stationed at Parkhurst, Portland, Liverpool, Manchester, Dartmoor, and the four London prisons. In smaller prisons there are "compounder warders" working under the acknowledged responsibility of the medical officer. Application for a nomination must be made to the Prison Commission, Home Office, Whitehall, S. W., and sufficient material provided to show a clean record throughout the applicant's whole career. Should there be a vacancy, a medical examination and an enquiry into the practical knowledge of the candidate will be arranged at a prison near his home. Finally, the candidate may be asked to sit for a Civil Service examination in reading, writing, orthography, and arithmetic, up to and including the decimal fractions. Exemption from this examination may be permitted, although the fee of 7s. 6d. must still be paid. Should everything proceed favorably, and an appointment follow, the fortunate pharmacist is posted at the prison where his services are needed, and must proceed there at his own expense on 12 months' probation, after which, if this period is successfully negotiated, the appointment is ratified and made permanent. The age limits are from 24 to 35 years, and it is the younger age at which the candidates should apply, as the pensionable minimum age of 60 then allows sufficient years' service to qualify for a reasonable pension. The rate of pay, which has recently been overhauled, is £2 2s. per week, increasing during 15 years to £3, together with free quarters and medical attendance and £5 4s. per annum, in lieu of uniform which is now required to be worn. Pensions are granted, subject to good conduct and service, at the rate of 1-80th of the salary for each year's service, supplemented by a cash payment of 1-30th for each year's service. Thus after 30 years a pharmacist might expect to receive a year's salary as a bonus and 3-8 of his maximum salary as a pension or about 26s. per week. Not munificent, but worth considering.

In addition to his ordinary pharmaceutical du-

Instantaneous Electric Water Heater



Capacity, 3 quarts.

Water is heated one or more cupfuls at a time. Water boils in 45 seconds.

No expense between drinks.

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WILSON'S
INVALIDS' PORT WINE
A BIG BRACING TONIC
A LA QUINA DU PEROU

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WILSON'S INVALIDS' PORT

(a la Quina du Perou)

Our advertising campaign this season will be more extensive, by far, than previous years. Be prepared to reap the benefit of this campaign.

Replenish Your Stock

Wilson's Invalids' Port is prepared from the rich juice of selected Oporto grapes and extract of Peruvian Cinchona Bark, absolutely no alcohol or any other ingredients are added.

Wilson's Invalids' Port Agency
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A Square Deal
To Everyone

CORSON'S PERFUMES

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TOILET REQUISITES

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THE NEW NON-ROLLING STERILIZER BOTTLE

"IT" STANDS GOOD. "IT" LIES QUIET.

It is made in beautiful white flint glass, is handsome, and sells. Canadian trade supplied by the Richards Glass Co., Toronto, Canada, and lettered with your name if desired.

T. C. WHEATON CO.

Expert Bottle Blowers

N. Y. Office: 132 Nassau St. - MILLVILLE, N.J.

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Mrs. Winslow's Soothing Syrup for Children Teething

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ties a pharmacist may be able to secure the appointment of photographer to the prison, and thus augment his salary by some £25 or more annually. The working hours are about 45 per week, and include two hours each Sunday in return for a short day on Saturday. Annual leave is allowed for 22 working days, whilst the usual Civil Service rules concerning sick leave prevail. Finally, and in conclusion, it may be said there are many less interesting posts for pharmacists than in this service: the semi-military discipline and organisation is beneficial, the duties sufficiently varied to be entertaining, and, if pharmacy is not given her just value in the prison service, then there is work ahead for those thus engaged to prove their great worth.—British and Colonial Druggist.

BE A MAN.

Before one can be a sound business man he must be a sound man, that is, he must be manly, honest and true. When an artist paints a picture containing human figures he must not try to hide defective portions of a figure by clothing, but must first make sure that the outline of the anatomy is correct before he attempts to paint the clothing. One of the worst faults a picture can have is to be "out of drawing." No amount of wonder work in color or conception can atone for faults in the anatomy of the figure.

There are persons in business life who think they can cover up a defective manhood by laying on thick the colors of an outward business success. They think that if they can only get the place and the power, they will also get the honor and the satisfaction that comes from worthy achievement. But, like the unskilled artist, they deceive themselves most of all. Nothing can atone for defective character, and nothing can hide it. A few superficial persons may give undue credit to mere appearances, but the critics whose opinions determine the real standing of the work will not be deceived and their criticisms will take away any shallow satisfaction that may be found in superfluous applause. Nothing but sound manhood can win the true reward of sound manhood.

KENT-McCLAIN AGAIN.

Kent-McClain, Limited, (Toronto Show Case Co.) of this city, have recently completed a beautiful fixture outfit for Mr. Chas. McDonald, of Prince Albert, Sask. It is in a beautiful finish of mahogany and the cases are of the new design known as the "Minton" which has been taken up so largely by the drug trade of late.

Briggs—"You must have a lot of trouble keeping your wife dressed up in the height of style."

Griggs—"Yes, but it's nothing to the trouble I'd have if I didn't."

Announcing Two New Lines

"THE TANGO TWO"

A novelty package in the new Tango Shade, tied and trimmed in a unique manner, with purple.

Contains, 1st. Fruits, Crisps, Nougats, Nuts and Fancy Centres in Dark Chocolate with the tang of Bitter Sweet.

2nd. Buttercreams, Nuts, Cream Caramels, Butterscotch in Dairy Milk Chocolate.

Pound and a half package to sell at $1.25. Price $9.00 doz.

"YOUR OLD FAVORITES"

For those who love the old time Sweets. Contains a clever selection of Candies other than Chocolates, which appeal as a change from the oft recurrent Chocolates.

In a quaint old Chintz package, tied with a cluster knot of Satin Ribbon.

Pound and a half package to sell at 75 cts. Price $6.00 doz.

"A Matter of Good Taste."

Patterson's

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Monthly. Established 1888.

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Editorial.

COMBATING DEADLY POISONS.

In the December issue we endeavored to give a few suggestions regarding the sale of poisons, and also suggestions as to the use of various shaped poison bottles for the prevention of accidents in the home and in the hospital.

In the December issue of Good Housekeeping Magazine Dr. Harvey Wiley gives us a very interesting article on the same subject. He says that while the law requires the pharmacist to mark his poisons plainly and keep them in a specific place, no such rule is found in the household. The "Rough on Rats," the strychnin for rodents, the poisons for insects, the bottle of strong ammonia, and the household disinfectants, are found on the same shelf with the toothpowder, the Epsom salts, and the castor oil. The careless seeker for relief for some imaginary or real trouble—especially at night—is apt to take up the wrong bottle, and before he realizes his mistake, to swallow a fatal or threatening dose.

The famous chemist makes the positive statement that he has yet to find a so-called headache powder which does not contain some deadly drug, usually acetanilid, phenacitin, or caffein, or two or all of these combined. Dr. Wiley's advice is that the housekeeper should have a special place for keeping safely, under lock and key, all deadly drugs which are thought necessary for household use. He declares that it would well repay some one in the family to study simple antidotes which may be applied in case of poisoning by the common poisons. To this end he has prepared a table which may be pasted in the family medicine chest. The poison bottles should be numbered to correspond to the numbers given here. One could then tell at a glance what antidote to give or take."

OUR WESTERN CONTEMPORARY.

In these days of keen competition, when every man, every concern, and every trade paper is "out for itself," it is very refreshing to read in an opposition paper, a paragraph which is complimentary to its opponent. We refer in this particular case to the Western Pharmacist, whose worthy editor undoubtedly sees something else in life besides the "almighty dollar." It may be only a few words penned in the best sense of their meaning, but even so, we are all human, and most of us appreciate a small compliment which our Western friend occasionally hands out. We wish the said Editor and his monthly journal a very prosperous New Year.

DR. HARVEY WILEY IN TORONTO.

The great pure food man was heard in a ninety-minutes speech a week or so ago, at the Toronto Ad. Club. His subject was pure food and pure advertising. He proved to the great audience that the one is so much a part of the other that they are practically inseparable. The doctor went on to say that it would be a happy day when people could buy advertised drugs, patent medicines and the ordinary every-day necessities of life, all of which were absolutely guaranteed as genuine articles.

DAIRY INSPECTION.

In our last issue we offered a few suggestions regarding the supervision of premises of milk vendors, since which time it has come to our notice that the Minister of Agriculture in British Columbia has introduced a new policy governing the sale of milk, and recognizes the necessity for a permanent milk record.

In the last issue of the Bulletin issued by the Department of Conservation the editor says:

"A competent inspector, trained in the science of cow-testing, and with a complete outfit for his operations, will be allotted to every district in the Province pasturing at least 400 cows within certain limits, the cost of his employment being borne partly by the cow-testing associations of this district and partly by the Provincial Government. This work will be supervised by the dairy instructor, and will involve the bonusing of the associations by a sum amounting to $250 to $500 a year.

"The Chilliwack dairy district has been chosen as the first experimental base for this new work, and two inspectors have already been assigned to this field. The 63 dairymen in this area own approximately 1,200 milch cows, and the night and morning milk of every cow will be weighed and tested at least once every month, and records so obtained subsequently tabulated so as to ascertain the annual yield of each cow.

"Dairymen of British Columbia are vigorously protesting against the action of the Government in allowing milk from herds of cattle that have not been put through the tuberculin test to be brought into the Province, while they are compelled

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are among the largest manufacturers of medicinal chemicals in the world.

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There is no class of investment more generally satisfactory than carefully selected debentures. As a class, they rank ahead of all other securities from the standpoint of convenience and safety.

	Price to Yield
TOWNSHIP OF BARTON (adjacent to City of Hamilton)	5¼
TOWN OF COLLINGWOOD (Guaranteed by the County of Simcoe)	5⅜
TOWN OF SARNIA, ONT.	5½
TOWN OF BOWMANVILLE, ONT.	5⅝
TOWN OF AURORA, ONT.	5¾
TOWN OF SIMCOE, ONT.	5¾
TOWN OF PETROLIA, ONT.	5⅞
TOWN OF HUMBOLOT, SASK.	6½

We are recommending clients to take early advantage of the present favorable prices.

WE INVITE YOUR INQUIRY.

A. E. AMES & CO.

UNION BANK BLDG., TORONTO

INVESTMENT BANKERS

ESTABLISHED 1889

to have all their animals tested. At the last meeting of the Lower Mainland Milk and Cream Shippers' Association the suggestion was made that they would be fully justified in resisting further tests, and it was resolved to bring the question to the immediate attention of the authorities."

TOWN DUMP IS PUBLIC NUISANCE.

In the Appellate Court of Indiana, the city of Newcastle, in that state, was recently found guilty of maintaining a nuisance in the nature of the "town dump." The judgment was that, while a town was charged with the duty of preserving the health of its citizens and was within the bounds of its governmental functions in providing a suitable place in which to deposit garbage, yet it might not deposit such garbage at such place in a careless and negligent manner, thus causing a nuisance, nor negligently permit it to escape upon the lands of another to his damage, also, that a municipal corporation has no more right to maintain a nuisance than an individual has, and for a nuisance maintained upon its property the same liability attaches against it as against an individual.—C.A.H.

NEW PRESIDENT OF THE A. Ph. A.

According to a recent report, Mr. Caswell A. Mayo has been elected President of the American Pharmaceutical Association. The new President is well known in the journalistic world, having contributed to various drug journals, and perhaps more particularly to The American Druggist.

Caswell Mayo is the son of a Southern physician, and the first part of his education was gained at the University of Columbus.

The name Mayo is well known, both in the United States and Canada. Other members of the family have gained a reputation through their contributions to the various medical journals, and also have excelled in the practice of medicine.

CLEANING SODA GLASSES.

By Ed. E. Williams, Lodge Pole, Nebraska.

In all the excellent soda fountain literature published I have never noticed a little wrinkle on washing dishes that I found very useful during the rush hours. I kept at the sink two stoneware jars, one of pint capacity, containing three parts of sodium bicarbonate and one part of whiting, the other holding a quart, containing three parts of sodium bicarbonate and one part of powdered pumice. Each mixture was made into a paste, with water, and a small sheepswool sponge kept in each jar.

The whiting and soda mixture was used to wash spoons and glass holders, cleaning and polishing them at one operation, and the soda and pumice was used for glasses and plates. The soda in each mixture removes every trace of grease from the cream on the dishes, and a simple rinsing under the faucet leaves the dishes and spoons clean and brilliant. As the materials used cost only between one and two cents a pound, the operation has the advantage of being very cheap.

The only precaution necessary is to not allow the sponges to get mixed, as the pumice in the mixture for glasses and plates is too severe for use on silver plating of spoons and glass holders, and would scratch and remove it, whereas the whiting polishes it and keeps it brilliantly clean all the time.—American Druggist.

Buntin, Gillies & Co., Hamilton, announce that their travellers are starting out with import samples for Christmas, 1914. They claim their line to be bigger and better this year, and urge dealers throughout the country to see the range of paper ties, greeting cards, post cards, tags, labels, seals, etc., before ordering.

A security box subdivided into divisions to hold loose change, deeds, etc., is being shown by Buntin, Gillies Co., Ltd., Hamilton. This box is made of heavy sheet steel, finished in hard-baked dull black enamel, has a handle for convenience in carrying, and is fitted with a spring lock and two steel keys.

Said the drug clerk to the Boss,
"Broken bottles are a loss."
"To prevent these losses we must surely try."
Said the Boss, "All will be well,
"We'll try Corrugated Cell;
"It's the kind they'll all be using bye and bye."
Then the clerk cried "Prithee tell,
"What is this corrugated cell?"
Said the Boss, "Your wisdom's lacking,
"It's the famous Richards Packing.
"Their ad. you'll find by looking,
"And our order they'll be booking
"When we are in need of bottles bye and bye."

"Papa, now that you have bought Laura a piano, you might buy me a pony."

"Why so, Tommy?"

"Then at least I could go riding when she is playing."

Sale of Corrosive Sublimate Tablets.

For the benefit of our readers we are reprinting the following letters recently sent out by the Ontario College of Pharmacy.

Ontario College of Pharmacy,
Office of the Registrar-Treasurer,
Toronto, January 22, 1914.

To the Druggists of the Province of Ontario :
Gentlemen :—

It is appalling to read in the newspapers almost every day of deaths and serious accidents resulting from the use of Carbolic Acid. Many laws have been made for the safety of the lives of the general public, also inventions and appliances used, as well as Societies formed for educating, such as the Canadian Safety League, etc., and yet Carbolic Acid seems to be too easily secured in spite of our present poison registration of same.

I therefore feel it my duty to suggest that you should take time to warn purchasers of its dangers, and to sell it in special containers such as blue burred bottles and stoppers, or some other special patent poison bottle and stopper which will remind the user of its dangerous contents.

If you will act on this suggestion, you will find your customers will appreciate your efforts in their behalf and without objection will pay you the extra charge which should be made for same. You will also gain prestige in the community, if you do it now of your own accord, and thus grasp the necessity of the situation without waiting for the Government to make a law to force you to do it. I know of druggists who have adopted this idea, and they report very little trouble in getting their customers to accept the special bottle for this purpose.

Hoping this suggestion will have the desired effect and your earnest co-operation, without amending the Pharmacy Act to accomplish same, believe me to remain,

Yours very truly,
W. B. GRAHAM,
Registrar-Treasurer.

Ontario College of Pharmacy,
Registrar-Treasurer's Office

Dear Sir :—

In the printed proceedings of the November Council meeting you will notice that the Infringement Committee directed me to write you regarding the sale of Corrosive Sublimate Tablets, which has lately been taken up by the Press, and an attempt has been made to further restrict the sale by more stringent laws than merely registering same by entering the name of the purchaser and the purpose for which it is used, also the name of the persons introducing the purchaser, if the party is not known to the druggist making sale of same.

The Committee is of the opinion that, all should adhere strictly to this law, not only in regard to the sale of Corrosive Sublimate Tablets, but also other poisons named in the schedule, and if the purchasers of such deadly poisons for suicidal and other bad intents are given to understand that they must tell the purpose for which the poisons are to be used, that the purchase of same will not be so easy.

Considerable fault is being found by the druggists because so many stringent laws are being made restricting their business, and if you do not want further restriction, our advice is to observe the present law and always have a well kept poison book to present to the purchaser for signature when such sales are made.

The fact that the law regarding the sale of Strychnine has always been observed by the druggists and has proven an educator to the public for the careful handling of same, we feel that the same educating is now necessary in regard to the handling and using of Corrosive Sublimate Tablets, Carbolic Acid, etc.

Thanking you in anticipation of your immediate attention and co-operation in this matter, believe me to remain,

Yours very truly,
W. B. GRAHAM,
Registrar-Treasurer.

Toronto, January 20, 1914.

Formulary

BENZINE JELLY

Cocoanut oil soap	2 ozs.
Ammonia water	3 ozs.
Liquor potassa	1½ ozs.
Water, to make	12 ozs.

Make a solution.

Of the above solution 2½ ounces are sufficient to solidify one quart of benzine. The latter should be added in small portions and well shaken after each addition.

BENZINE CREAM CLEANER.

Cocoanut oil soap	2 drams.
Potassium hydrate	1½ drams.
Ammonia water	3 drams.
Water	1 ounce.
Benzin	1 pint.

Dissolve the soap in a portion of the water by the aid of a gentle heat, then add the balance of the water and the alkalies. To this add the benzin and agitate until the liquid soldifies.

Of course the usual care should be exercised to prevent any fire from coming near the benzin fumes, either during the process of making the cream or when the latter is taken out for use.

GASOLINE—WHITING CREAM PASTE.

Castor oil	1 pint
Caustic potash	4 ounces
Oleic acid	1 ounce
Water	sufficient
Whiting	sufficient

Dissolve the caustic potash in about a quart of water, heat, and to this solution add the castor oil and oleic acid and continue at a gentle heat until complete saponification results, adding either a little more oil or a little more caustic potash if necessary, so as to form a transparent soap. Evaporate this soap to a jelly-like consistency. Take any desired quantity of whiting and work in sufficient soap to form a very stiff paste, spread out to dry and reduce to a course powder. Or, make the paste soft enough to handle easily, using more soap. Either will give a cream-like mixture when shaken up with gasoline.

SOAP LEAVES.

Neueste Erfindungen und Erfahrungen gives the following :

Glycerin	10 parts
Alcohol	30 parts
Glycerin soap, dry, shaved	60 parts
Soap, common, dry, shaved	50 parts

Mix. These constitute the material with which a piece of thin silk paper is impregnated. This is done in a trough or receiver, which contains the mass, which is kept at from 75 to 82 degrees C. (130 to 177 degrees F.). In the trough there are three rollers, driven by steam or other power, and all moving in the same direction. Under these the paper is brought. During its treatment the paper is wet with small quantities of turpentine oil, which causes it to dry more promptly, and besides, this gives it a smooth, polished appearance.

REMEDIES FOR NASAL CATARRH.

(1)

Carbolic acid	15 grains
Fluid extract of hydrastis	1 fl. dram
Sodium bicarbonate	60 grains
Sodium borate	60 grains
Glycerin	1 fl. ounce
Camphor water, enough to make	8 fl. ounces

Use with posterior nasal spray.

(2)

Quinine hydrobromide	20 grains
Podophyllin	2 grains
Aloin	2 grains
Atropine sulphate	1-25 grain
Strychnine sulphate	1 6 grain
Sodium bicarbonate	80 grains

Make into 20 capsules. One every two hours. (Merck's Archives).

SNUFF FOR COLDS.

Menthol	3 grains
Boric acid	1 dram
Bismuth subcarbonate	1½ drams
Powder benzoin	1½ drams
Sodium bicarbonate	10 grains
Magnesium Carbonate	25 grains
Powdered orris	1 ounce

PEROXIDE FACE CREAM.

Bitter almonds	4 parts
Borax	1 part
Tincture of benzoin	4 parts
Glycerin	8 parts
Hydrogen peroxide	1 part
Orange flower water, bitter almond water or rose water	40 parts

The almonds are to be blanched and dried slightly. The borax must be dried on the boiling-water bath. Then mix the two and rub to a very fine powder. Then add the peroxide to hydrogen gradually under constant trituration. The powder, which was at first grayish, is bleached to a pure white. The glycerin and tincture of benzoin are next added, and finally the perfumed water that may be desired. The product is a milky liquid which does not precipitate and which keeps well.

FLAVORING EXTRACTS IN PASTE FORM FOR TUBES.

The following have been recommended for such preparations :

DESIGNED TO TELL THE EASTER STORY

CHICK-CHICK
EASTER EGG DYE
8 TABLET COLORS (making 100 Shades)
100 Beautiful Transfer Pictures on 6 Sheets
SIMPLE DIRECTIONS IN GERMAN & ENGLISH
5¢

PACKAGE

40 COMBINATION ENVELOPES

In Handsome Display Box

1.35 PER BOX

Each ENVELOPE Contains

8 Tablet Color (100 shades)

100 Beautiful Transfer Pictures (on 6 sheets)

BIG VALUE FOR THE CONSUMER

Retails at 5c.

Good Profit for You

Large Assortment of

Attractive Window and Counter Display Advertising in Each Box—All in LITHOGRAPHED COLORS

EASTER SUNDAY, APRIL 12, 1914

FRED FEAR & CO.,

FREE OFFER

Fill out Coupon below, mail it to us, and we will send you FREE set of large WINDOW DISPLAY "CUT-OUTS."

Lithographed in 5 Colors on Heavy Card Board With Easel Backs.

Rabbit - 12x18 in. high
Hen - - 9x14 in. long
6 Single Chicks } 6x10 in.
in Colored Eggs } long each.

Makes a Fine Setting for All Your Easter Novelties

FRED FEAR & CO., 17 Jay St., New York

Date . . . . . .

Please send thro [Jobber] . . . . . .

Address . . . . . .

. . . . . .

2 BOXES { CHICK-CHICK / EASTER EGG DYES } at $1.35 PER BOX

and forward direct to me FREE of all charges set of large WINDOW DISPLAY "CUT OUTS" *as per your offer.*

Name . . . . . .

Street and No . . . . . .

City and State . . . . . .

The handsomest and most attractive package.
NAME—Simple and very appropriate.
DESIGN—Tells the Easter Story.
PROFIT—Good—push it.

ORDER TODAY DON'T DELAY

17 Jay Street, New York

DOES THE WORD

PROFIT

interest you? If so dispense at your Fountain

HORLICK'S MALTED MILK

The results are Satisfied Customers, Increased Trade, More Profits.

HORLICK

Advertised, Popularized and Created the demand for the Standard Soda Fountain Beverage

MALTED MILK

Attractive Advertising Matter on Request.

HORLICK'S MALTED MILK CO.

Racine, Wis., Montreal, Can.

RAZORS

STEVENS'

Safety and Regular Patterns

Although the Safety Razor has increased in sale enormously, there is still a considerable number of the regular pattern Razor sold.

The following are a few of our best selling lines of the regular pattern :

DAMASCUS, highest quality,	$18.00
SURGICAL STEEL, 5-8 in. blade,	13.80
SURGICAL STEEL, 1-2 in. blade,	12.00
KAISER (German Ground)	8.00
KING SHAVER,	9.00
MAJESTIC,	6.60

You will find our Razors a profitable line to handle. We guarantee to sell them only to the Druggist, and you are not drawn into competition with the departmental or hardware stores.

We supply a Display Case with each half dozen.

THE J. STEVENS & SON CO. Limited

145 Wellington St. W., Toronto, Ont.

Winnipeg, Man. Vancouver, B. C. London N., England.

EXTRACT VANILLA.

Vanillin ....300 grn.
Cumarin ....150 grn.
Caramel ... .sufficient.
Glycerin ....sufficient
Heavy Glucose..... ...to make 10 pints.

Rub the vanillin and cumarin to a smooth paste with a sufficiency of glycerin, mix in the glucose, and finally add caramel to make the desired color. The glucose used in this work should have a sp. gr. of about 1500 in order that the finished product may be of the proper consistency.

EXTRACT LEMON.

Oil Lemon ....16 fl. oz.
Citral .... 1 oz.
Glucose ....to make 3 gal.

Prepare like vanilla. It may be colored if desired, using either a tincture of turmeric or the proper coal-tar dye.

EXTRACT ORANGE.

Oil orange ....16 fl. oz.
Glucose ....to make 2 gal.

Prepare exactly as lemon, including color, if desired.

EXTRACT ALMOND.

Bitter Oil Almonds (free from HCN)..... .... 8 fl. oz.
Glucose ....to make 1 gal.

Prepare like the preceding.

EXTRACT CINNAMON.

Oil Cassia..... .... 2 fl. oz.
Glucose .... to make 20 oz.

Prepare like the preceding.

FERTILIZER FOR POTTED PLANTS.

The following was recommended by the Apothecker Zeitung :

Kitchen Salt .... 10 parts
Potassium nitrate..... .... 5 parts
Magnesium sulphate .... 5 parts.
Magnesia .... 1 part.
Sodium phosphate..... ..... 2 parts

Mix and put up in wide mouthed jars. A teaspoonful dissolved in a quart of water makes a nutrient wash for ferns and plants of that sort. It should be poured over the leaves from a little sprinkler.

Dieterich gives the following for pot plants, not specifying any particular class of vegetation :

Ammonium nitrate..... .... 10 parts
Potassium phosphate .... 50 parts
Sodium nitrate .... 90 parts

Mix. A teaspoonful to the quart of rain or well water.

Another formula given by Dieterich is as follows:

Ammonium nitrate .... 10 parts
Ammonium phosphate .... 20 parts
Potassium nitrate .... 25 parts
Ammonium chloride..... ..... . 5 parts
Calcium sulphate..... .... 6 parts
Ferrous sulphate..... .... 24 parts

Mix. Divide into packets of 30 grains each. When used dissolve one packet in a quart of water, and apply as in No. 1.

Finally, the following is taken from a French source :

Potassium nitrate .... 20 parts
Potassium phosphate..... ..... 25 parts
Ammonium sulphate..... .... 10 parts
Ammonium nitrate .... 35 parts

Mix. Teaspoonful to the quart of rain or river water. The directions say use when leaf growth is deficient. If flowers be especially desired, do not add the last ingredient.

ASAFETIDA MIXTURE.

Asafetida .... 5 drams
Syrup of tolu .... 3 ozs.
Tincture of vanilla..... .... 2 drams
Oil of anise .... 30 minims
Cinnamon water to make ..... 1 pint

The asafetida is first emulsified with the cinnamon water.

ELIXIR OF PHENOLPHTHALEIN.

Phenolphthalein .... 3 drams
Alcohol .... 1 ounce
Compound elixir of taraxacum 2 ounces
Aromatic elixir, to make ..... 8 ounces

LIQUID PARENOL

Liquid petrolatum .... 14 fl. oz.
White wax .... 1 ounce
Distilled water, a sufficient quantity to make..... ... . 20 fl. oz.

Melt the wax in the liquid paraffin, pour the mixture into a warm mortar, and gradually add the distilled water, previously warmed.

This is a neutral liniment which is readily absorbed by the skin and causes no irritation. It does not become rancid and besides being useful in the treatment of skin diseases and as a vehicle for injections, it is also a lubricant for catheters, etc.

BIRCH TAR OINTMENT.

Oil of birch tar, by weight .....140 grains
Resorcin, in fine powder .... 35 grains
Zinc oxide, finely sifted... .....420 grains
Starch, in fine powder ....120 grains
Hydrous wool fat ....350 grains
Soft paraffin, white, to make... 1 ounces

Mix the resorcin with the zinc oxide and starch, and incorporate the mixed powders with the previously mixed oil of birch tar and hydrous wool fat ; then make up to the required weight with white soft paraffin.

New York Pharmacal Association's
PREPARATIONS

Lactopeptine Powder (oz. bots.) Lactopeptine Powder (½ lb. bots) Lactopeptine Tablets
Lactopeptine Elixir, Plain Lactopeptine Elixir, Bismuth
Lactopeptine Elixir, Iron, Quinine and Strychnia
Lactopeptine Elixir, Gentian and Chloride of Iron

Arlington Chemical Co.'s Preparations

Beef Peptonoids (Powder) Peptonoids, Iron and Wine
Liquid Peptonoids
Liquid Peptonoids with Coca Liquid Peptonoids with Creosote
Phosphagon

Palisade Manufacturing Company's
PREPARATIONS

Borolyptol Velvet Skin Soap Hemaboloids
Kola-Cardinette Velvet Skin Powder

R. L. GIBSON, General Agent
88 WELLINGTON STREET W., TORONTO.

A. H. WIRZ
WHITE METAL GOODS
913-915-917 Cherry Street
PHILADELPHIA, P.A.

BOTTLE STOPPERS
BOTH PLUG AND OLD STYLE
Tin Spouts for Bug Poisons.

Collapsible Tubes
METAL SYRINGES

Hand Pill Machines
Moulds for Suppositories
Collapsing Drinking Cups

MAJOR'S CEMENT
Mends everything that can be mended by any cement, and the article stays mended.

D. WATSON & CO.
Montreal, Que.

Stay at home while you study Pharmacy. We teach you by mail. We give you the same instruction that you get at college.

Our course is adapted to the individual needs of Canadian students who contemplate a change into the States or take Pharmacy board examinations. Hundreds testify to the great value of our course.

Write for our prospectus and particulars. Our terms are easy.

The Ohio Institute of Pharmacy, Columbus, Ohio

DISTINCTIVENESS AND ORIGINALITY

We can assist you in maintaining these principles in connection with your business, and by furnishing distinctive designs of wrappers and packages, which are trade winners. The designs are very attractive, and the preparations are compounded with the greatest care from the highest grade of materials.

Suggestions for present season:

Prep. C. L. Oil, Tasteless.
White Pine and Tar and other Cough Syrups, some 40 or 50 kinds.
Emulsion of Cod Liver Oil.
Cold Cream.
Syr. of Tar and C. L. Oil
Almond Cream.
Damask Rose Cream.

and a particularly elegant and entirely new design in Talcum Powder called **Duchess Rose**, which is very much in demand.

THE TORONTO PHARMACAL CO. LIMITED
TORONTO MONTREAL WINNIPEG

LARKSPUR LOTION.

By Otto Raubenheimer.

This lotion has proved very efficacious as a parasiticide. The formula reads as follows :

Larkspur seed	100 Gm.
Acetic acid	50 Gm.
Glycerin	50 Gm.
Alcohol	100 c. c.
Water, sufficient to make	1000 c.c.

Boil the seed acid and glycerin, with 800 parts of water for ten minutes, set aside to cool, add the alcohol and allow to macerate for twelve hours, then filter.

GLYCERIN AS A SOLVENT.

A. M. Ossendowski (Pharm. Zeit.) has determined the solubility of a number of chemicals in glycerin ; the substances used in the experiments were all purified by recrystallization or distillation, and met the requirements set forth by Landolt and Bernstein. 100 parts of glycerin at 15 degrees to 15.6 degrees C. (say 60 degrees F.) dissolved the following numbers of parts of the chemicals :

Ammonium carbonate	20.00
Ammonium chloride	20.60
Barium chloride	9.73
Borax	60.00
Boric acid	11.00
Benzoic acid	10.21
Calcium sulphide	5.17
Copper carbonate	10.00
Copper sulphate	30.30
Iodine	2.00
Mercury bichloride	8.00
Oxalic acid	15.10
Phosphorus	0.25
Potassium arsenate	50.13
Potassium chlorate	3.54
Potassium chloride	3.72
Potassium cyanide	31.84
Potassium iodide	39.72
Quinine Alkaloid	0.47
Sodium arsenite	50.00
Sodium bicarbonate	8.06
Sodium carbonate	98.30
Sulphur	0.14
Tannin	48.83
Zinc chloride	49.87
Zinc iodide	39.78
Zinc sulphate	35.18

BUFFALO COLLEGE OF PHARMACY.

The annual meeting and banquet of the Alumni Association, Buffalo College of Pharmacy, Buffalo, N.Y., was held at Hotel Statler, on the evening of January 28th, 1914. About sixty members were present. Following the banquet, the President, Mr. Harold G. Dobson called the meeting to order for the transaction of current business. An interesting discussion arose over the question of closing the drug stores on Sunday. An informal vote showed seventy-five per cent. in favor of such a law. Hon. Geo. L. Flanders, counsel to the State Commissioner of Agriculture, delivered a very interesting and instructive address on "Legal Labels." The following officers were elected for the ensuing year : Paul M. Burgdorf, President ; William E. Lemon, Secretary ; Charles H. Ganger, Treasurer ; Executive officers—Robt. H. Ingersoll, Chairman ; Elmer B. Blight and Asa B. Lemon.

WM. E. LEMON, Secretary.

MERCK'S ANNUAL REPORT.

The 27th volume of Merck's annual report has recently been sent out. It is larger and better than the last issue. There are a number of first-class articles, and probably the most interesting one is the discussion on "Lecithin," which appears first in the book. The edition is limited, and is distributed chiefly among teachers of materia medica and therapeutics, and medical and pharmaceutical libraries. There will be a few copies left over, and pharmacists who require one should make application at once. Send 15c. in stamps for postage there is no charge for the publication itself.

POINTED PARAGRAPHS.

Those who pay as they go usually find the going good.

"All life is set to music," says a poet. And the life of a tramp to ragtime ?

We are sometimes inclined to think there are not enough square deals to go around.

The fool and his money are soon parted, and the fool and her money marry a title. Same thing.

Binks—When will you be able to pay me that money you owe me ?

Winks—Next week, Friday.

Binks—And will you call at my office ?

Winks—Impossible ! I'm going on a hunting trip with it.

MADE IN CANADA
Caustic Soda 75-76-77%
Bleaching Powder 35-37%
WINDSOR BRAND
The Canadian Salt Co., Limited
WINDSOR - ONTARIO
THE NICHOLS CHEMICAL CO., Limited
(Selling Agents for Canada)

Warwick Brothers & Rutter, Toronto

Will Open New Building on March 9th.

The Finest Showrooms and Warehouses in Canada.

What will be one of the finest buildings of its kind on the continent will be opened early in March by Messrs. Warwick Bros. & Rutter, the well-known stationers and importers, located at King St. west, Toronto.

Their business during the past few years has developed to such an extent that it was found absolutely imperative to enlarge their premises. This has been done, and to-day they possess the finest warehouses, show rooms and office buildings on the continent.

OFFICE ACCOMMODATION.

As an instance of the rapid growth of this concern, it will be interesting to learn that twice the accommodation for the office staff is needed to-day as compared with two or three years ago. This part of the building is especially adapted for offices, the rooms being beautifully lighted, well ventilated and having a good margin of breathing space all around.

SPACIOUS SHOW ROOMS AND WAREHOUSES.

The new building is six stories high, each floor being 96 feet long by 42 feet wide. This gives ample room to exhibit their many lines of papeteries and fancy goods to good advantage.

When one considers that there are two floors in the new building and two floors in the old building devoted absolutely to display their regular stock of goods, a pretty good idea can be gained of the immense stock of goods on show, and which all druggists are invited to inspect.

10,000 DIFFERENT LINES.

Ten thousand lines seems to be an enormous number of samples, but when they are displayed in such an immense building as this, it is very easy to distribute them and show them to advantage.

FIRE PROOF BUILDING.

Apart from the building being chiefly concrete ironwork, which is practically fireproof, they have installed a perfect sprinkler system throughout: this, together with the signal system connected with the fire department makes the chances of fire almost impossible.

PAPETERIES.

After March 1st, when the building is opened for inspection, it will be one of the best exhibitions of papeteries, stationery and fancy goods on the continent. Every druggist should go and see the latest samples in stationery and fancy goods. Lotus Lawn, which has been having such a splendid sale throughout the whole of Canada, will have a place among the display of superb stationery.

BRASS AND COPPER GOODS.

A full line of brass goods are now on exhibition. A number of entirely new goods are to be seen, including ash trays, card trays, reception trays, etc. These are made in plain and hammered brass, and are very attractive.

ORNAMENTS AND VASES.

Probably the most unique assortment ever put on the Canadian market. These are in various shapes, designs and colors, some of these being finished in the most delicate shades.

ETCHED SILVER DEPOSIT VASES.

This is undoubtedly the best line in vases. The beautiful shades in porcelain with etched silver deposit makes a most charming line. This is quite new, and will be a sure seller.

CIGARETTE AND CIGAR BOXES.

These boxes, made in oak are finished with figured brass, are splendid suggestions for presents, and should appeal very strongly to the live druggist.

TAPESTRY WORK.

This is probably the most novel of all. Trays, vases and various articles finished in tapestry effect. This is quite a new line and will sell at sight.

ELECTRIC FIXTURES.

Among the brass fixtures comes kettles, lamps, jugs, etc., for heating cocoa, or chocolate—in the library or bedroom—by electricity. It is very simple, no dirt, no trouble, and, practically speaking, no cost, except buying the kettle and the electric attachment, which is very reasonable.

ASH TRAY SET.

This will be a very popular line. The small stand, which is finished in brass, and stands about four or five inches high, contains four separate ash trays; these are made of cut glass with brass rims. They slide out with perfect ease, and can be handed out to a small party of friends for use without any trouble.

After 36 years' experience in importing some of the finest lines from Europe, Warwick Bros. & Rutter, are in a position to give druggists a unique opportunity of selecting from the very finest imported goods. They extend a very hearty invitation to inspect these beautiful lines, and make a choice from this stock which cannot be equalled in Canada.

Why the Drug Business ?

By D. Chas. O'Connor, author of "A Treatise on Commercial Pharmacy."

(Copyright 1914 by D. Chas. O'Connor.)

Are you in wrong ? Are you a misfit ? Do you think the drug business is a bum business ? Is your job the worst job on earth ? Are you always wanting to throw up your job for something else ? Are you always kicking about your long hours and poor pay ? Do you envy clerks in other stores in different lines of business ? Are you continually dissatisfied ? Do you really wish that you had chosen something else ? If you say yes to these ten questions you are certainly in wrong.

Is your job a real joy to you ? Do you like it better than any other job you know of ? Are you enthusiastic about it ? Is the drug business your natural calling ? Is it your ambition to be a successful druggist ? Will the drug business bring out the very best that's in you ? Do you tell everybody how you like your work, your chosen calling ? Do you feel proud every night of the work you accomplished during the day ? Are you really happy when performing your daily tasks ? Are you looking forward to the day when you will be near the top in your calling ? If you say no to these ten questions you are still in the wrong.

How did you ever happen to pick out the drug business anyway ? Drift into it ? Stumble into it ? Driven into it ? Go into it as a last resort ? At parents' request ? At some friend's suggestion? Because you wanted something to do ? Because the work looked easy ? Because you could always be dressed up ? If you went into it for any of these reasons you went into it wrong. You went into it blind, just as I did. When I graduated from High School my father said to me : "I can get you a job in a meat market, a grocery store or a drug store ; take your choice." I said to him : "The drug store for mine," and a few weeks after I was duly installed as a clerk. I had no special qualifications for it other than a good education, a little knowledge of Latin, botany, chemistry, and a liking for storekeeping. I had made no preparation for it in advance. When I left school I didn't know what I was going to do ; so I went into the drug business merely because it was my choice of the three positions my father could get for me at the time. With slight modifications, the experience of most druggists and drug clerks of the past twenty years was the same as mine. They went into the drug business at another's suggestion, and not because it was their natural bent or nature's calling.

What a different view people take of the choice of a career nowadays compared with the view of twenty years ago. If you haven't studied it you don't realize it. I have, and I am going to tell you of the principal activities in that direction, because they have a bearing on your future. The motive of the life career is one of the leading topics for discussion in educational circles all over the country. It is discussed at educational conventions, teachers' meetings, and educational conferences. Vocational Guidance Associations are formed and forming. A Vocation Bureau has been established in Boston. Many people are training for the position of a Vocational Counsellor. Steps are being taken to have the schools and colleges arrange their studies so as to aid the student in an intelligent choice of a career.

Ex-President Eliot, of Harvard, says : "The great majority of pupils show no decided bent, and seem about equally fit for any one of several callings, so that some authority must make a tentative sorting and experimental assignment. This guiding and selecting function for the public schools is actually done in Germany, France, Switzerland and Belgium. It is well that we do not possess any means of compulsion, for success and happiness in life depends on the individual's following a congenial calling. Moreover, a good training for any one trade will always contain many elements which are applicable in another trade." President Hadley, of Yale, in an article in the New York Times for August 28, 1909, says : "I would have the culture courses of the American College so arranged as to assist the student in making an intelligent choice of a profession."*

Commissioner Draper, Commissioner of Education for the State of New York, says : "The best chance for every one is through the thing he can do best, and while the schools are to inspire and encourage him, they may be well on their guard, lest in misguided enthusiasm of their own they turn him from the course which is likely to be best for him. All education must be provided in American schools, but conclusions about life occupations are not to be forced—not even by implications. Determinations are to be left to natural inclinations and the fates." Again, Commissioner Draper says : "Every one is to be given aid in forming his purposes, and cheer on the road to their realisation. To assure the results that are desirable he must choose for himself. Of course he must have incentives and inspirations ; of course he must have lights and opportunities ; but he must be left to his internal inclinations, tastes and gifts, as well as to his external inspirations and opportunities, to choose the work which he wants to do if there is to be much promise that he will do it well enough

*Report of the U. S. Commissioner of Education, page 15

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to be happy in the doing of it, and thus make it, of some account to other people, and therefore of more account to himself."

Mr. Harold E. Gorst, a noted foreign educator, in an article in the North American Review, says: "The first essential duty of all genuine education is —the setting itself, in a direct and scientific way, to discover the individual bent of each child. In Munich, Germany, and possibly elsewhere, the most splendid institutions have been founded, experimentally, for the discovery and development of individual tendency."

Mr. Frank Parsons, late director of the Vocation Bureau, Civic Service House, Boston, says: "No step in life, unless it may be the choice of a husband or wife, is more important than the choice of a vocation. The fundamental question which outranks all the others is the question of adaption —the question of uniting, so far as may be possible, the best abilities and enthusiams of the developed man with the daily work he has to do. Youth is the period of plasticity and rapid development. The fluidity of youth is shown in the fact that practically 75 per cent. of the infant's body is water, while only 58.5 per cent. of the adult's body is liquid. The more fundamental characteristics of a man are generally fixed at 25, and the mental at 35 or 40. A year of the period from 15 to 25 is worth more than two years after 35 for formative purposes and the development of power."

Mr. Oliver Swett Marden, editor of Success Magazine, says: "How seldom we see boys and girls trained along perfectly natural lines, so that they develop the power of spontaneity and self-expression. Their natures are warped and twisted by being compelled to do things, instead of being so led that they want to do them, are anxious to do them. The normal boy or girl, if properly trained, will not be forced to do things. Tampering with a boy's or a girl's ambition is a dangerous thing. Many a life has been diverted from its proper channel by a sneer or depreciating remark. Great natural ability may lie dormant, and finally die out, of a boy who is constantly disheartened by those older than himself unless he has an unusual amount of independence and self-assertion and a strong determination to overcome all obstacles. Happy is the boy who is strong enough and sure enough of himself to persist in following his natural bent in spite of discouragement and opposition. Happier still is the boy who is aided and encouraged to find his true vocation early in life. There is no more pitiable sight than a human being out of place. Success or failure is always a question of getting into the right path."*

The opinions of these leading experts should open your eyes to the lessons they contain for you as a drug clerk. The lessons most valuable to you, as I see them, are these: (1) The choice of a career is—with the exception of a choice of a wife—the most important step in your life. (2) You are to make the choice yourself; you are not to be forced by others; (3) You must adapt yourself to nature's calling and be so sure of it that you will persist in following it in spite of the greatest discouragements and strongest opposition that can be brought to bear against you; (4) Your success depends upon your getting into the high niche in life, into the career that is your individual bent, to which your natural inclinations lead you, in which you can do your best and be happy in doing it.

Now, it ought to be easy for you to decide whether or not you are in wrong. Are you a misfit? If you say yes to the ten questions in the first paragraph and no to the ten questions in the second paragraph, you are; if you reverse the order and say no to the first ten questions and yes to the second ten you are not. In other words, according to the present-day way of looking at it, you are a misfit if you are in a business for which you are not naturally fitted; if you are following a career other than that dictated by the very bent of your mind and the deep-rooted feeling in your blood and whole system; if your work is not a real pleasure; if you are not enthusiastic and energetic; in short, if you do not love the business you are in, if your whole soul is not in it, if it is not your food, your life, you may be reasonably sure that you are out of place. You are in the wrong niche. You are a misfit.

The world is full of misfits. A few years ago I heard Mr. Thomas B. Fitzpatrick, President of the Brown-Durrell Co., of Boston, give an address on "Business as a Vocation," and it was a revelation to me to learn of the large number of misfits that he had encountered in his long and successful career. It was even worse than I would have imagined. What a tremendous impetus business would receive if all the misfits were transplanted from their present positions to callings where they rightly belong or for which they were by Nature intended.

Suppose that after a thorough self-examination you are firmly convinced that you are in wrong, that you are really in the misfit class, what then? Will you stay in or get out? If you believe in the old maxim of "sticking to the last" you may decide to stay in. Nowadays that old maxim isn't lived up to as it used to be. It has done both good and harm. Even to-day many refuse to change owing to this teaching. I wouldn't advise any drug clerk to "stick to his last" if he is firmly convinced in his own mind that the drug business is the wrong business for him and that he is reasonably satisfied that he can do better in some other calling nearer his natural inclination. If, in the drug business, he is getting a living in connection

*"The Young Man Entering Business," by Oliver Swett Marden. Thomas Y. Crowell Co., New York.

with his weakness, he ought to change in favor of some business where he can get his living in connection with his strength.

"The only way to show a fellow that he's chosen the wrong business is to let him try it. If it really is the wrong thing you won't have to argue with him to quit, and if it isn't, you haven't any right to," * is the way Mr. George Horace Lorimer, editor of the Saturday Evening Post, puts it up to you. According to Mr. Lorimer no argument is necessary, but your experience alone will tell you to quit if you are in the wrong. On the other hand, if you are in wrong, you ought to remain firm and not allow anybody to argue or talk you out of it. That strikes me as being sensible. The whole question, whether or not you are a misfit is for you to decide, and as Mr. Lorminer says, if you really have chosen the wrong thing, nobody will have to argue with you to quit.*

Several drug clerks have said to me: "I wish I never had gone into the drug business; it grows worse every day; I don't like it; I wish I could get out of it; I don't see what I ever went into it for." I answered them by saying: "Well, why don't you get out of it. It isn't doing you any good to stay in it while you feel like that. Get out and get into something you'll like better." All of them answered in the same vein, which was: "It's all I know. When a fellow is in the drug business he isn't fitted for anything else; I don't know what else I could do; although I hate it, it looks as if I would have to stick to it the rest of my life."

I never could agree with that position taken by these drug clerks. To my mind, a drug store experience—with its training in accuracy and thoroughness, in merchandising, salesmanship, service to the customer and store system—fits a person for many other callings in life and is a training that is not wasted or thrown away on an intelligent person. The lessons learned in drug store training are good for a great many callings, and especially those whose fundamental principles are founded on the same general lines.

If you know that you are a misfit, if you are sure in your own mind that you were not cut out for the drug business, and are reasonably positive that you can do better in some other calling, then don't hesitate a minute about getting out of the drug business; and don't run away with the idea that the time you spent in the drug business was all wasted, for it was not. On the contrary, your drug store experience has given you some good material to use as a foundation to build upon, and more especially if you choose a calling closely allied with it or a calling upon which the drug business has some bearing. The drug business, however, isn't the worst business in the world. It has its flaws; so has every other business. You will find that out if you start a little inquiry into any calling.

Drug clerks may be divided into three groups: (1) Those who absolutely detest the business and want to get out in the worst way; (2) those who are lukewarm, and like it and still don't like it, but still stay in on account of their environment or because they feel that they are not fitted for anything in particular, and in last analysis the drug business is better than nothing; (3) those who really and truly like it, whose sole ambition in life is to be at or near the top, who agree with it and it agrees with them, who know that they are in their natural place in life.

For those in the first group there is no hope. They owe it to themselves, to their employers, their families, friends and relatives to get out of it at once and look for a more congenial calling. For those in the second group their duty should be plain. They should make a resolution to improve themselves by reading, studying and observing; to look on the bright spots of their work rather than the dark ones; to improve every opportunity; to leave no stone unturned in their efforts to reach the top. If they go at it in this spirit they are sure to eliminate many things that their former indifference made mountains of and find many pleasures in their work that they never knew existed before. In short, to make the best of their lot in life, which, though not ideal, offers big chances for improvement when looked at in the right light. For those in the third group, they should persist in following their career and not allow anyone to talk them out of it; they should allow nothing to happen to put them out of harmony with their work; they should endeavor to bring out the best that is in them in favor of their chosen calling.

Of course you know to which group you belong. I hope it is either the second or third, preferably the third, because then the following articles in this series will be of greater interest to you and of much more value. If you are in the second group, you have a possibility of getting into the third group. The right temperament and the resolution to make the best of everything, then the determination to carry out your resolution, will land you in the third group.

All drug clerks ought to get into that third group. They can do their very best there. Their work will come easy because they like it and know they can do it and do it better than they can do anything else. Emerson says: 'A man will not be observed in doing that which he can do best. There is a certain magic about his properest action which stupifies your powers of observation, so that though it is done before you, you wist not of it."

To sum up,—read this article through several times. Study it. Think it over. Concentrate on

*"Letters of a Self-Made Merchant to his Son," by George Horace Lorimer. Small, Maynard & Co., Boston.

it. My opinions expressed here are based upon 21 years' experience. They are sincere and positive. Were I to live my life over again I would use as my guide my opinions as expressed in this article. The other opinions quoted are from experts and should have some weight. Keep in mind the importance of the life career, which should be of your own choosing. When you have carefully read this article several times, thought it out thoroughly and concentrated all your attention on it; if in the end your conclusion is that you cannot become reconciled to the drug business, that you don't like it and never will, that you are sure you are a misfit, then get out of it before it is too late, and before getting out of it has become difficult or impossible. The "sticking to the last" maxim doesn't hit your case when you feel like that.

On the other hand, if your self-examination proves that you are lukewarm, then your duty is clear to look at things in a new light, and do everything in your power to make good. If you find that you really love the drug business, and all that is said in this article merely confirms and strengthens your stand, such discovery ought to stimulate you to greater activity and fan the fires of your ambition to reach the top. Do one of these two things: get in right or get out.

Mrs. Gadd—Dear me, I've had such a discouraging hard day of it, making calls.

Gadd—What was the difficulty?

Mrs. Gadd—Why, I found nearly every one of them at home.

PSYCHOLOGY IN ADVERTISING.

By Marion Lucas, Northampton, Mass.

The news editor of a daily newspaper recently said that he would be interested in having some famous psychologist make some practical experiments in regard to the "make-up" of a paper. No discriminating editor who has anything to decide with regard to the relative importance of various news items, whether general or local, fails to feel at some time or other his inefficiency for wise generalization about what is or what is not important. The same problem interests the trimmer of the window, for here, as in the front page of the newspaper, the object is to catch the attention of the passing public. It is not surprising that business men often feel the need of specialists in such exigencies. Some day we shall probably have an arrangement whereby a psychologist hangs out his shingle just like any other professional man, and agrees to tell the dealer for so much an hour which article to put in the left of his window and which in the right.

A concrete example of the difficulties of getting a large enough perspective of the matter to answer for all time is shown in the sensation of this news editor, who, after eleven years of experience, admits that he does not always know what to do with a story. His theory is that the last column on the right of the front page of the newspaper is the best location for a good local story, and that the second column is the best one for a good out-of-town story. He had no sooner announced this position to one of the reporters on the paper for which he worked than he found the reporter held quite the other opinion. To the reporter the extreme right hand column was the most advantageous, and in support of his theory he quoted the fact that he always read that first, no matter which paper he chose to read. Of course the problem is complicated by the fact that the newspaper on the stand is folded so that the right half is visible, and that perhaps this position places a different value on the two columns.

It is impossible to say who was right, since each man presents his individual opinion and not a consensus of opinions. The psychologist, however, is in a position to experiment and arrive at a more satisfactory answer of this problem from a series of generalizations. That is, in short, his craft, and although his experiments have been pursued along other lines, they have enabled him to see a solution of the trouble which to the layman, no matter how deep a thinker, remains vexing and unanswered.

Several drug stores and clothing houses have purchased a daily news service which supplies pictures of recent events, with a short description, daily. Sometimes the events are pictures of the most recent styles in the fashion world, and again they are the most terrible presentation of some fire of the day before. They are always good news and the pictures are always good enough to draw a crowd, but the question is, Does the crowd see anything beyond the pictures? That is, does the eye go beyond the picture to the latest waistcoat begging notice at $5, or the Jones' sanitary toothbrush for 35c. If not, then that window has no added value on account of the pictures, for the trimming is actually spoiled by the greater attraction.

It has been suggested that if these pictures were pertinent to the goods for sale, as, for instance, in a clothing store window the picture of the Prince of Wales wearing the latest velvet tie, with the same style of tie displayed in the window, it might be more effective. This might sell a tie, or, if it did not, might perhaps sell the overcoat beside it. Similarly, a window trim with a news picture of a $5,000 machine newly patented and recently installed in some chemist's factory, or with some picture of the manufacture and processes of the toothbrush,

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might sell something in a drug store. The other pictures divert, without doubt, but it is too likely that John, rushing on to his home with a bundle under each arm, stops to see the picture of the day without a thought of what store window he stops before, and without a glance at the rest of the window. It is useless to trim a window and then out-rival it by the other twelve-inch square display.

A psychologist would be able to advise on these matters, and could undoubtedly tell the merchant how to market his wares more efficiently. That the value of his advice is already realized is shown by the papers that are being read all over the country before meetings of boards of trade and advertising men. Perusing an elementary primer of psychology would not harm the reader, even though he had never taken a college course, and it might give him some working principles of great value in advertising; for although a psychologist of large experience is not always available for the small dealer, a book on the subject could be infinitely helpful in many ways, and ought not to be neglected any more than his trade journal.—Practical Druggist.

RENOVATING WAX MODELS.

Wax models used for advertising purposes, when exposed in shop windows, suffer rapid deterioration in appearance and often in shape also if the rays of the sun are permitted to shine too freely upon them.

The subjoined details of the various methods of cleaning wax models will be useful to chemists who employ wax figures for advertising purposes or receive requests from local tradesmen as to ways of renovating these models. It is desirable, as a preliminary, to remove all surface grime. For this dissolve ½ oz. of washing soda in ½ pint of warm water, and with a soft paint brush, or shaving brush, and Sunlight soap, thoroughly lather the model, working the brush cautiously into all the corners, but being careful to avoid scratching the surface. Rinse off with the remaining water, and finally, with clean warm water. Dry well by dabbing with a soft towel and a wad of absorbent cotton-wool. When dry dip a small pad of absorbent wool in a mixture of methylated spirit and turpentine, and with this, frequently renewed, wipe every part of the wax to remove all traces of surface or ingrained dirt. This mixture has a solvent action upon the wax, and should not be permitted to remain after the dirt is removed. The washing with soap and water may then be repeated if thought desirable, which should leave the composition in a uniform colorless condition. Rubbing the surface must be avoided if the much-to-be-desired matt surface is to be obtained. A glossy or "waxy" result follows frictional rubbing during any portion of the process. To render the composition amenable to the finishing processes, the model when dry should be kept at a temperature of not less than 90 degrees for an hour, and this condition should be maintained until the final touches are made. These are given by the use of the powders prepared as follows:

1. Powdered pumice..... .... 4 oz.
   Zinc oxide .... ½ oz.
2. Powdered pumice .... 1 oz.
   Prepared chalk... .... 1 oz.
   Calamine .... ½ oz.
   Burnt umber,
   Yellow ochre, ...of each a trace.
3. No. 2 powder,
   Carmine... ....equal parts.

All powders should be sifted through a fine sieve. With the model in a favorable light, and preferably upon a table covered with a soft material, the No. 1 powder should be carefully applied with the finger tips equally to every part. The wax at the suggested temperature is easily affected, and with a slight rotary movement of the fingers the pumice compound gives a slightly abraded or matt surface. If a face model is being made up, at this stage the lips, nostrils and corners of the eyes must be lightly brushed free of powder, and an ammoniacal solution of carmine applied with a camel's-hair pencil to give the requisite tint to the lips, with a slight touch of color to the eyes and nostrils. When dry No. 2 powder should be lightly smeared or dabbed over the entire surface with a wad of cotton-wool about 3-in. square. It may be necessary, where a full color is desired in the finished make-up, to add more umber and ochre to this mixture. A separate pad is required for No. 3 powder, which is used to accentuate certain parts of the model, as in the case of heads, for coloring the cheeks, with a suspicion of rosiness on the chin, and to give the shell-like finish to the ears. When this color has been evenly distributed on the parts desired, the entire surface of the model may be again treated with the No. 2 powder. The superfluous powder is preferably left on the model for a short period in a warm room, and finally lightly dusted off with a piece of cotton-wool and a soft brush.

In the case of hands, the nails may require a little attention to give a polished effect. This is managed with a bone nail instrument, or a manicure liquid varnish may be painted over. To show corns and callosities on models of the foot, it may be necessary to create the deformity on a foot. A corn may be added by scraping sufficient composition from the under part of the foot and pressing in a soft condition upon the selected spot previously scored with a penknife, quickly shaping as desired. When set, a small camel's-hair brush moistened with the methylated spirit and turpentine, with which a little color may be mixed, will give the requisite finish. Bunions need a little carmine to give an indication of inflammatory conditions.—Chemist and Druggist.

Optical Department

Physiological Optics.

[(Copyrighted by the Royal College of Science.)

Refractive Power of the Human Eye. The total refractive power of the human eye is variously estimated at from 45 to 60 diopters. This amount being necessary to so change the direction of the parallel rays of light, that they will focus on the retina. The amount of refractive power may be different in different eyes without interfering with the vision, providing the eye itself is of such form, and size, that the retina is located exactly at the focal distance of the refracting media. The eye having 55 diopters of refractive power, will, of course, require its retina to be situated closer to the cornea than one having only 50 diopters of refractive power, and an eye with 45 diopters of refractive power will require its retina located farther from the cornea than that with 50 diopters, which has been taken as a standard for an Emmetropic Eye.

The Cornea and Crystalline Lens are the two principal refracting medias, and their curvature, index of refraction, and location as compared with the retina, are factors in the maintenance (or otherwise) of an emmetropic condition. The Emmetropic Eye is one in which parallel rays of light will exactly focus on the retina without any artificial aid or exertion on the part of the Ciliary Muscle.

An Ametropic Eye is one in which parallel rays of light do not come to a proper focus on the retina, and this may be the result of the presence of Hypermetropia, Myopia, or Astigmatism.

A Hypermetropic Eye is one that is deficient in its refractive power, that is, it has less than 50 diopters of refractive power, and as a consequence of this the ray would focus at the equivalent distance of the amount of hypermetropia, to the normal refractive power of the eye. The result being that we must add this amount of refractive power by placing a plus spherical lens, equal to the amount of Hypermetropia, in front of the eye, thereby making the eye artificially emmetropic. The Hyperopic Eye is really a minus eye, because it is minus that amount which equals the strength of the plus lens necessary to correct it, and its refracting power is less than the normal eye of 50 diopters.

In Myopia, we find exactly the opposite condition prevailing; the rays of light focusing before they reach the retina. Therefore this eye must have more than 50 diopters of refractive power, because we know from practice, the higher the diopter power of the lens, the greater its influence on the light, and the quicker it will bring rays to a focus. So we find that the myopic eye brings rays to a focus before they reach the retina. The eye must be plus in the refractive power and the amount of plus power in the eye is determined by the power of the minus or concave lens necessary to bring the rays of light to a focus on the retina.

But there is another cause for Hypermetropia and Myopia, that is when we get Axil Hypermetropia or Axil Myopia. In Axil Hypermetropia, the axis of the eye is too short, anterior posteriorly. In Axil Myopia the axis of the eye is too long, anterior posteriorly. Either of these conditions producing the same effect in regard to the error in vision, as though it was caused by an abnormal condition of the refracting media.

Hypertropia is the most common of all the errors of refraction. It has been divided into the following different classes :— Manifest, Latent, Faculative, Positive and Total. To remember this, "Many lazy fellows prefer tips."

Astigmatism is divided into two great divisions, regular and irregular. Regular astigmatism is one in which one meridian of the eye may be Emmetropic, and the one at right angles to this Ametropic ; the curvature in the Ametropic meridian being continuous across the eye, it can be corrected by a cylinder lense. Irregular Astigmatism is a condition of the eye, in which there are different curvatures in the same meridian, and cannot be relieved by lenses.

Hypermetropia is a condition of the eye, in which parallel rays of light coming from infinity, would focus behind the eye, if it were possible to do so. The different forms of Hypermetropia come from overwork of the Ciliary Muscles and are divided into five parts :— Manifest, Latent, Faculative, Positive and Total. Hypermetropia is divided into two classes, Axial and Refractive. Axial Hypermetropia is a condition in which the rays of light impinge upon the retina before coming to a focus. The diameter of the eye being abnormally short anterior posteriorly (front to back). In refractive Hypermetropia the refractive power of the eye is deficient, and fails to so converge the parallel rays of light to bring them to a focus on the retina. This may be caused by the Cornea being too flat, or the radius of the curvature being too great, or by abnormal thinness on the part of the crystalline lens, or by the lens being too far back from the

Cornea itself, or by flattening of the lens. The Cornea itself may be too thin, or the index of refraction of the Cornea, Aqueous Humor, Crystalline Lens and Vitreous Humor may be below normal, and not sufficient to change or refract the rays sufficiently to bring them to a focus on the retina. The class to which the Hypermetropia may belong, makes no difference in its correction. Axial and Refractive Hypermetropia are both corrected in the same manner by Convex Spherical Lenses. The Hypermetropic eye is one in which the parallel rays of light (with all accommodation suspended) will reach the retina before coming to a focus; and as all rays of light in nature are divergent, the eye is not suited to focus any natural rays of light without strain or artificial means.

Symptoms of Hyperm tropia. The Hypermetropic eye is generally flat, or small, with narrow interpupillary distance. The patien is liable to suffer from headache, especially in the temple, above and between the eyes and back of the eyes; these are easily understood symptoms of Hypermetropia. Blepharitis, Styes, Ulcers, Granulated Eyelids, Photophobia (sensitive to ligh) and blurred reading matter are all indications of Hypermetropia. A Hypermetropic eye is generally clear sighted for distance, but the Punctum Proximum is further from the eye for a given age than in the Emmetrope. Conjunctivitis, Marginilitis, extreme sensitiveness on the part of the Conjunctiva; inability to read as close as the Emmetropic eye of like years and distant objects as well as near, being sometimes dim, eye becoming heavy after a slight exertion or application to close work, and headaches are all common symptoms of Hypermetropia. Hypermetropia is present when a plus spherical lens does not blurr the distant vision, or when the accommodation is normal and the near point is abnormally distant; or when the rays of light omitted from the eye proceed divergently, or when entering rays fall upon the retina before coming to a focus. Hypermetropia is the most common of all the refractive errors and nearly all children are born Hypermetropic and sometimes develop convergent Strabismus or Esophoria as a result of the strain on the part of the Internal Rectus trying to overcome the Hypermetropia.

Easter Goods.

The Fred Fear & Co., of New York, are making a magnificent offer to druggists in Canada for the Easter trade. It is not often that an offer of this kind is made to druggists, and therefore we would advise every druggist to give this most unusual offer a trial. Don't delay. Fill in the form, which you will find in their advertisement on page 91, or else write them direct.

PACKAGE OF 40 COMBINATION ENVELOPES

in handsome display box $1.35 per box. This gives the druggist a very nice profit.

SPECIAL FREE OFFER.

On page 91 you will find a coupon which explains itself. You will see how, by sending in your

DESIGNED TO TELL THE EASTER STORY

CHICK-CHICK
EASTER EGG DYE
8 TABLET COLORS (making 100 Shades)
100 Beautiful Transfer Pictures on 6 Sheets
SIMPLE DIRECTIONS IN GERMAN & ENGLISH
5¢

DESIGNED TO TELL THE EASTER STORY.

This is the way their Chic-Chic Easter Egg dye is advertised. It is a wonderful package, containing 8 tablet colors (making 100 shades) 100 beautiful Transfer Pictures on 6 sheets for 5c.

order, and filling in the above mentioned coupon, you can get the finest counter display, in five colors, ever offered free. These displays are very fascinating, and among other things include a large rabbit 12 x 8 inches, hen, 9 x 11 inches, and other small designs.

How to Cut Down Coal Bills.

How a Store can be Heated Effectively and Economically—How to Calculate the Size of the Heating Plant—How Better Heating at Less Cost Can be Obtained.

By Frederick T. Gordon, B. Sc., in the American Druggist.

Next to the waste of money in wrongly designed lighting fixtures for the drug store comes waste of money through poor, inefficient heating methods. A few years ago the druggist could cheerfully shovel into the furnace a few extra tons of coal without making a dent in his pocketbook, but at the present prices of coal, every shovelful wasted means just about five cents thrown away. Throw away five cents four or five times a day for a year and figure what it amounts to. One reason for the high price of coal is the utterly unintelligent, wasteful methods of its use by the average storekeeper and householder. About $2 worth of heat is obtained from $7 worth of coal. Just as great manufacturing plants ruthlessly send to the scrap heap obsolete machinery, so it would pay the druggist to discard obsolete heating apparatus for a modern system that would pay for itself in a few years. The installation of a modern hot water heating plant is not expensive, nor does it require more than slight alterations of store fixtures, walls, floors, etc. The saving in coal bills, and the difference between a comfortably warmed store and a cold, gas filled one will astonish the druggist who has depended upon the old style "hot air" system. Colloquially speaking, most of the hot air comes from the people who sell this obsolete type of store heating apparatus. When it is considered that a few square feet of heating surface is expected to supply heated air to a space represented by the average drug store, with doors constantly being opened, it is no wonder that coal bills are high and effects low.

The ideal heating system for store or home is one that supplies fresh air warmed to a temperature of about 65 to 70 degrees Fahrenheit during the cold months, but this is too expensive in installation for the small store. It is practical and economical for the large store, as has been proven by cost comparisons and actual tests. The system is extremely simple. Fresh air from outdoors is drawn in by a fan, or blower, warmed by passage through a coil of steamheated pipes, and then forced through outlets to different parts of the store, giving fresh air as well as heat where most needed. With an ordinary electric fan, a coil of steam heated pipes and the hot air flues of the usual hot air furnace, such a system could be installed in any store having an electric and water supply. It has been done experimentally, and a saving of fifty per cent. of the coal bills was made during the first year. The cost of such a system would be small, all that is required is a small steam boiler to heat the coils of pipe, enough tin pipe to connect the hot air flues with the hot air chamber or box over the steam heated pipes, and an electric fan to draw in air through an inlet and force it over the steam pipes and into the store through the flues of the old hot air furnace. Any intelligent plumber can do all the work if the plan is explained to him. There is so much conservatism and mystery about heating that such a simple plan will probably be ridiculed, but it is a practical adaptation of the modern scientific method used for economical heating and ventilation of large buildings. Both the amount of air and the degree of heat can be regulated by such a system to accord with outdoor conditions, no coal will be wasted and the store will be agreeably warm, and, better still, the air will be fresh instead of stale. We heat our homes and stores, but forget to supply fresh air, therefore it is often almost nauseating to enter an overheated store from the crisp air of outdoors. The effect certainly does not stimulate one to buy.

Two fundamental mistakes are commonly made in drug store heating. These are that the store is overheated and the air is excessively dry, yet one feels chilly in such a store. The reason is that the overheated dry air absorbs the perspiration of the skin so rapidly that a sensation of cold is produced, just as if one sat directly in front of an electric fan. Few people realize the difference in comfort between dry heat and moist heat, a temperature of 60 degrees with a humidity at 90 is far more comfortable than a temperature of 80 and a humidity of 70. Everybody knows that the heat seems more unbearable in summer when the humidity is high than when the air is dry; the same physical condition prevails with artificial heat in winter. This excessive dryness of the air is the greatest fault of the hot air heating system. A small volume of air must pass over a highly heated surface to become heated enough to warm a store or room. The ideal condition is a continuous flow of moderately warmed air through the flues, but this seldom happens in the ordinary type of hot air furnace heaters. Usually the result is a small quantity of intensely dry hot air, that absorbs moisture from everything containing water, as for instance, furniture, causing the glue to dry out and the wood to crack and the furniture to fall apart. Hot air heaters are also very expensive as regards consumption of coal; it is almost impossible to get more than ten per cent. of the heating value of the coal burned, the other ninety per cent is just burned up and all that one has for its cost is ashes.

If a hot air furnace must be used for heating

the store by reason of local conditions, the following directions will help to cut down coal bills: Connect the hot air box with an inlet admitting fresh air from outdoors; this may be made of wood or tin. Keep the fire clean, supply coal frequently in small quantities. If coal is heaped on fire it takes a lot of heat to warm it up to the temperature of combustion, and that heat is wasted.

The dryness of the air in a store heated by a hot air furnace is best overcome by placing small tin or iron tanks directly over the opening of the flues and keeping these filled with water. The rapidity of the evaporation of the water will surprise those who have never investigated this matter. Hot air heat is ruinous to cigars, cigarettes, and tobacco stocks unless the cases are supplied with an automatic moistener or wet sponges; it also has a very harmful effect upon toilet goods, soaps, etc. Usually hot air flues in stores discharge their hot air through floor openings; in such cases the best way to supply the needed moisture is to have the flue cut and a shallow pan fitted in near the opening so that it can be filled with water from the floor outlet. To many this insistence on supplying moisture to the air may seem silly, but if the reader has compiled as many tables of cost of goods spoiled by dry hot air as the writer and had ever been in a cotton mill where raw cotton is spun into thread, the matter of humidity of the store atmosphere would seem a pretty big detail.

After years of study of many systems of heating hospitals, houses and stores, I am firmly of the opinion that hot water heat is the ideal system for small stores and steam heat for large stores where an employee can be afforded to take care of the heating plant. The majority of drug stores are the homes of the druggist, but even if the store is in a business district, a modern hot water heating system is the most economical and efficient. The essential feature is the proper size and distribution of the heating units, the radiators. Many factors enter into the calculation of the radiating surface of heating units required to maintain a given temperature in a store: the size of the store, the character of the walls of the building, the window surface, the average winter temperature, etc. It is not commonly known that each square foot of window surface radiates eight times as much heat as is lost through the walls; therefore a store with many or large windows will require a greater amount of heat radiating surface than one with small windows. Usually that part of the store near a bulk window is always cold because heat is lost through the glass. The remedy is placing a radiator of suitable height across the base of the window. If openings are made through the wall so that air from outdoors can enter and pass over the radiator, the nuisance of frosted windows in winter can be avoided, the warmed air absorbing the moisture of the air and preventing its condensation.

The amount of radiating surface required to maintain a comfortable temperature in a store can be accurately calculated. This depends primarily on the average outdoor temperature, the character of the building and the construction. The average drug store can be estimated as requiring 1 square foot of heating surface, radiators, for 150 cubic feet of air space if steam heat be employed. With hot water heat at an average temperature of 160 degrees Fahrenheit, 1 square foot of heating surface will heat from 75 to 125 cubic feet of air space, according to the character of the building. A number of small radiators placed around the store will give better heating than a few large ones, the extra cost of piping being more than balanced by the saving in coal. To calculate the number and size of radiators required, find the total cubic space of the room or store to be heated, divide this number by 150 if steam is used and by 100 if hot water be used; this will give the number of square feet of heat radiating surface required. Ascertain the number of square feet of surface of the size of radiators desired, then divide the total required by this, which will give the number of radiators required. Add ten per cent. to the estimate of each window, 20 per cent. for large bulk windows. Have the radiators placed so that each one can warm a definite space, setting them so that air can circulate freely through them. Never place radiators close to a wall, much of the heat is lost by radiation through the wall and is lost as far as heating the store is concerned. Furthermore, the air heated by the radiator rises directly up against the walls, is cooled by them, and therefore a current of heated and cool air passes up and down the walls instead of through the store space.

Given an efficient heating system, intelligent care and average winter conditions, there is still a chance for a big loss in excessive quantity of coal consumed through the use of poor coal. No druggist has an excuse for buying poor grades of coal, He is fully prepared for testing his purchases himself, and if he is cheated by the coal dealer he has no one but himself to blame. The one most important test to make is the amount of ash waste in the coal. This can be done by burning a weighted quantity of coal reduced to a fine powder in a crucible over the flame of a Bunsen burner until all the combustible matter is consumed, then weighing the residue. The ash of good coal, anthracite or bituminous, should not be over 8 per cent.; more than this indicates slate or other incombustible impurities. Ten per cent. may be allowed for present day anthracite coal; bituminous coal should average lower. Ten per cent. of waste in coal costing $7 a ton means 70 cents paid for ashes, clink-

ers and poor fires. The average drug store uses from ten to twenty tons of coal during the winter; many use twice these quantities. Usually the coal is bought from hand to mouth, that is, the druggist orders coal from some dealer when he notices the coal pile getting small, without more thought of quality than that one lot lasted longer than the other. Large consumers of coal do not buy in this haphazard way; they contract for coal of a definite quality to be delivered as ordered. Why cannot the druggist do the same? If the druggist made a contract in the beginning of the winter with a coal merchant stipulating that the coal delivered must be of a certain quality and that it must be tested by him before payment, there might be some lively kicking, but the coal would be cheaper in heating value. Coal seems just something to burn; one grumbles at taking out the ashes, but seldom thinks how much those ashes cost him. It's the American spirit, "I got the money to pay for it; what if I want to waste it? It's mine."

Most druggists are married men; they know the daily task of keeping the heater going and paying coal bills. The high cost of living, to use the shibboleth of modern days, as far as coal bills go, can be reduced by using a little application of the scientific knowledge every druggist should have.

QUALITY STANDARDS FOR GINSENG

The comparatively low prices obtained for American ginseng shipped to the Chinese markets is explained by the Consul-General George E. Anderson of Hong-Kong, in a recent U.S. Consular Report. It seems that American growers show a lack of appreciation of the peculiar trade qualities in the root as demanded by Oriental buyers and consumers. Much of the root shipped has been smooth, round, and light in color, showing over cultivation. What is wanted is a rough, gnarled, dark product, resembling the wild root as nearly as possible. The root must be firm and sound, free from mould and decay and large in size. Certain shapes are more highly esteemed than others. The central theory of the use of ginseng is that it combines in itself the virtues of nature—wind, water, woods, the elements and wild nature generally. Hence the gnarled, twisted wild root is the ideal quality of the root and the cultivated root is only a substitute for this. Hence it ought to resemble the wild root as nearly as possible. If the root grows in the shape of an animal it has increased value in the trade. For this reason the small head of the root joined to the rest of the root by a small neck should not be separated, as the market value is thereby reduced by one-half. The root should be carefully packed to prevent such breakage. The most acceptable root is rough and wrinkled, the roughness running around the root in circles or spirals. If the root is divided or branched it has increased value. An American grower recently obtained $4.50 to $6.00 per pound in wholesale quantities for whole root with some roughness. Similar root with a smooth surface fetched from $2.00 to $3.00 per pound.—N. W. Druggist.

GOOD RESOLUTIONS.

I will not be a price cutter.

To this end I will study diligently to know what it costs me to sell my goods.

I will treat my creditor, my customer, my competitor, my employee, and myself with absolute fairness.

I will seek to know my competitors better, and will try to get them all into a local association, for regular social meetings.

I will endeavor to systematize my business, and secure the co-operation of my salesmen, so as to increase my volume of business to the maximum, and reduce the cost of doing business to the lowest notch.

I will neglect no opportunity to improve my own business knowledge and condition, and to do what I can to uplift the condition of trade, to this end lending my influence and support to all movements for that purpose.

I will actively support my association, attend its meetings, serve on its committees, if requested to do so; answer promptly all communications from its officers, and in all other ways endeavor to promote its purposes.

I will carefully read my trade papers, and see that my subscription is not allowed to expire; and I will freely write to the editor whenever I am moved either to commend or criticise, realizing that it is my paper, and its value depends largely upon my attitude towards it.

I will thoroughly and systematically advertise my business, realizing that if I have something to sell I cannot expect the people to guess it unless I at least give them a hint.

I will be loyal to the jobber and manufacturer who are loyal to me, and I will be loyal to the other merchants of my home town, as I have a right to expect them to be loyal to me, realizing that if I am inconsistent in these respects I have no right to complain because other people patronize the catalog house.

"My mother made me what I am," said the political speaker as he proudly threw out his chest.

"Well," said a small man at the rear of the hall, "she must have put in most of her time at other things."

Bix—How are you making out on your resolution to economize?

Dix—Fine! I've got my running expenses slowed down to a walk.

THE FACT

THAT

GIBSON'S CREAM TOFFEE TABLETS

GAINED the GOLD MEDAL and GRAND PRIX at Exhibition of the Institut International d'Alimentation and d'Hygiene, held recently in Paris, is just one more link in the long chain of evidence which goes to prove that this delicious sweetmeat is building up for itself an unique reputation in the history of confectionery. Gibson's Cream Toffee—every tablet stamped "Gibson"—is now known to the consumer in the principal countries of the world as the finest product of the confectionery art, and, as such, is rapidly becoming a household word. The number of testimonials Gibsons have received from their Chemist friends is ample-proof of this assertion.

Packed in cases that contain 12 5-lb. bottles, which bottles, when set out, make an attractive display.

Medicated and High-class

LOZENGES, PASTILLES,

and ALL B. P. C. Compressed Tablets.

ROBERT GIBSON & SONS

LIMITED

MANCHESTER and LONDON

★ Photography ★

We have made arrangements with an expert photographer to take care of all the printing nd developing sent to the Journal by subscribers. We guarantee good work, and a very moderate charge. The next time you are out skating or sleighing don't forget to take your camera along and get a few pictures. If you are too busy to finish the pictures, send them along and we will make a good job of them.

The winter scenes make the best pictures, and the local view post cards always sell well in the drug store.

The accompanying views are those of Walker's drug store in Toronto, and an interior view of Johnson's drug store in Berlin, Ontario. These pictures will give you an idea of what a picture should be. As we stated in last issue, the majority of druggists make a miserable failure, both of interior and exterior views of their own store. A good picture of your store is a good advertisement to you.

A GOOD PICTURE OF WALKER'S DRUG STORE, TORONTO.

SEPIA TONES FOR BROMIDE PRINTS.

A writer in the British Journal of Photography recommends the use of a bath of sulphurated potassa for obtaining sepia tones on bromide prints. The strength of the bath seems to be immaterial. The print after fixing, is rinsed, placed in a formaldehyde bath to prevent blistering, and then placed in the toning bath at 100 degrees F. A little Schippe's added to the bath improves the tone, but slows the process. The process is not new, another writer asserting that the method had been a trade secret of several commercial houses for some years. The following formula for an improved hardening bath for use with this toner is given :

Alum .... 1 oz.
Chrome alum..... ....0.5 oz.
Water..... ....20 oz.

The prints are placed in this for five minutes, washed and transferred to the toning bath, which is made as follows .

Sulphurated potassa... ....1 dr.
Water ....20 oz.
Ammonia water... ... ... a few drops.

A final washing follows as soon as the required tone is obtained.

A COMBINED BATH.

The sodium tungstate bath given below will be found sufficient to tone and fix about 250 quarter plate prints, or their equivalent. It is made by dissolving in the order given—

Sodium tungstate..... ... .180 grs.
Ammonium sulphocyanide.....300 grs.
Hypo..... ....6 ozs.

in a pint of water. Fifteen grains of gold chloride dissolved in five ounces of water are added, when all the rest is dissolved. The bath is used without dilution, and is filtered back into the bottle after

use through a tuft of cotton wool placed in a funnel. If filtered and kept where it is not freely exposed to light, as in a cupboard, it will last in good working order for some weeks at least.

CONVENIENT ACID HARDENING FIXING BATH

When bromide or gas light prints are to be toned, especially with hypo and alum, it is very desirable to harden the films, as much handling is liable to cause blistering as well as finger marks. The following solution is an acid fixing bath which hardens the film simultaneously with fixing it :—

Water	20 ozs.
Hypo	3 ozs.
Sodium bisulphite	2½ dr.
Chrome alum	18 gr.

This amount of solution is suitable for about one hundred half plate prints.

chromate cleanser. Take a four-ounce stoppered bottle. Put a "good teaspoonful" or so of the potassium bichromate into it and nearly fill the bottle with warm water. When the salt is dissolved and solution quite cold, add "about a teaspoonful" of sulphuric acid. Exact quantities need not trouble us here, but the foregoing will be found convenient for all ordinary work. The solution can be used over and over again for months. To clean a graduate, it is merely filled with this orange liquid and allowed to stand for a few minutes, then poured into the next and so on, finally reaching the stock bottle. It goes without saying that the graduates require a good rinsing with water after this acid bath. This mixture is also very useful for cleaning the insides of bottles that have become stained.

ONE OF BERLIN'S BEST DRUG STORES.

MEASURE GLASSES—A DARK ROOM NOTE.

It is most important to keep graduated glass measures as clean as possible always, and one should acquire the habit of rinsing out with water any graduate every time it is used. At any rate, before leaving the dark room every such graduate that has been used should be rinsed out, and also given a twirl with a bottle-brush (costing one penny), so as to loosen any bits of sediment, such as are very apt to collect in the pointed bottoms of the smaller graduates. A good plan is to paint (with white bath enamel) the foot of measure glasses, so that they can be the more easily seen in the dim light. This requires reviving once or perhaps twice a year. Every "now and again" the measures are all the better for a rinse with the acid-bi-

A CEMENT FOR LEATHER.

Photographers who wish to stick together pieces of leather, such as patches on torn bellows, camera cases or leather straps, are often at a loss to know what adhesive to use for the purpose. Ordinary glues and gums are quite useless, because they almost invariably crack after a little use. By the use of the following cement, made in the way stated, a perfect union can be obtained, and it will be found to be easier to tear the leather round the join than to part the pieces.

To make this cement take equal parts of common glue and best Russian isinglass, and soak in just enough water to cover them, for ten hours. Be careful to obtain genuine Russian isinglass, as

there are many varieties which are, however, quite useless for this purpose.

After the ten hours' soaking in cold water, place the jar containing the mixture in a water bath, and bring very slowly up to the boiling point then add pure tannin, stirring all the while, till the whole becomes ropy, and looks like the white of an egg.

When requiring to use, slightly roughen the two surfaces to be joined, smear both with the warm cement, and clamp together, or put under pressure. —L. G. C. in A. P. & P. N.

USE OF THE CAMERA FOR JUDGING RACES.

An automatic photographic apparatus for judging races has proved successful in France and will be used at the next Paris International race meeting. A camera is placed in line with the winning post, and the winning horse by breaking a thread releases the electrically controlled shutter and a photograph of the finish is taken. A similar device was used at the last Olympic Games at Stockholm, but there the photographs were chiefly used as additional evidence in case of a disagreement between the judges.

HOW THE SINGLE DRUG STORE CAN SUCCESSFULLY COMPETE WITH THE CHAIN STORES.*

By Chas. A. Drefs, Buffalo, N.Y.

Two years ago I read a paper before this Association. It dealt with the problem presented by the so-called chain-stores. I took the position that if the proprietor of a single store would realize his situation and make use of certain factors in his business, the competition of the chain-store would lose its terrors, so far as he was concerned.

The chain-store has as its most powerful weapon the ability to buy its goods at lower prices than its competitors. While the evil that results effects primarily the patent medicine side of the drug business, its influence is also felt to a considerable extent in the prescription and sundry lines.

There are certain periods in the life of every manufacturer of largely advertised patent medicines when he needs a lot of extra cash. It is then that he is sought out by the purchasing agent of the chain-store combination. The manufacturer is offered a big order on a cash basis, provided he will

*Read at the 1913 meeting of the N. Y. S. Ph. A., and contributed to the Practical Druggist for publication.

allow a special discount. Coming at such a time such an offer is so tempting to the hard-pressed manufacturer that it is hardly human if he does not accept. He is apt to forget for the moment that the chain store is selfishly making use of him as a weapon in its fight against the single line store.

After the chain-store is well stocked with patent medicines bought at special discounts, it puts the prices so low that the druggist, buying through his jobber, cannot afford to compete. Then the chain-store begins its heavy advertising campaign. What is the effect? The trade naturally moves from the single-line druggist to the chain store. Unfortunately for the single store and the public the evil does not stop there. The customer is likely to draw the conclusion that as the chain-store sells its patent medicines at lower prices than the single store, it sells everything else lower, too. And the unfortunate result is that the customers are unable to see that the goods sold them in bulk are often not so good in quality, and the prescriptions are often higher in price than the single store that is charging a uniform rate upon everything.

But I believe that this evil, while great and growing, will soon reach a period of decline. It is an evil that ought to be eliminated from the drug business. I believe that it will disappear as soon as the advertisers of patent medicines wake up.

There is nothing so harmful to these same advertisers as their own conduct. They are slowly cutting their own throats.

Let us see what really happens. When the chain store begins to advertise and people come into the single-line drug store and learn that the druggist will charge more than his competitor, the chain-store, the customer is almost certain to do one of two things: Either not to buy anything at all, or else to buy a preparation recommended by the druggist, because in the sale of it the druggist makes a comfortable margin of profit. The single-line druggist pretty soon learns that it is foolish for him to continue to carry medicines that he cannot sell unless he sells them for less than they cost him, and the manufacturer loses that druggist as a distributing agent for his goods.

Suppose that the customer persists in her desire to purchase the patent medicine at its cut-price, what happens? Well, she finally reaches a link in the chain-store combination. She reaches the store with doubts in her mind as to whether the preparation for which she is going is really a good medicine. By his knocking the cut-priced patent medicines, the first druggist created that doubt in her mind. With that doubt in her mind she meets the smooth salesman for the chain-store—a man whose income is dependent largely upon his ability to switch people from buying medicines that they come for, for medicines made or controlled by the chain-store. Under the circumstances do you wonder that the salesman succeeds in selling her something "just as good?"

Now, figure it out! Who gains by the transaction? Does the customer who purchased the "just as good?" Does the single-line druggist who has lost the sale? Does the manufacturer, who has not only lost a sale, but has lost also the good will of the druggist, who, under normal conditions, would be the manufacturer's best friend.

This is not a matter of theory with me. I have seen the matter both as a practical druggist and as a patent medicine manufacturer. I have been in the retail drug business for more than thirty five years. I own a line of medicines that are sold not only in every drug store in Western New York, but

A FINE DISPLAY OF CHRISTMAS STATIONERY.

in every State in the union. In my early days I accepted some of the tempting offers made to me by chain-store combinations. Then they turned around and undersold me even on my own goods in my own town. The other druggists became sore at me and my medicines because they couldn't make a cent by handling my preparations. The chain-stores substituted their goods for mine at every possible chance. I lost friends, customers, money. Then I woke up. For the last ten years I have insisted that every druggist buy direct from the jobber, and that the chain-stores and the big single-line stores keep up the price on my goods to at least the level at which they can be profitabfy sold in the smaller towns. All of the druggists are again my friends: my customers have increased rapidly in numbers and my profits have increased by leaps and bounds.

As soon as the other and bigger manufacturers begin to wake up they will see the situation in its true light. Then they will no longer fall for the tempting offers of the chain-stores, and then the drug business will be rid of its greatest evil, and the profession will be lifted once more to the high place that it ought to occupy.

The Soda Fountain

MAKING SODA WATER PUNGENT.

It has been found that the addition of one fluid ounce of grain alcohol to each ten gallons of water in the carbonating tank makes the resultant carbonated water more sparkling and pungent and that the gas is held in solution longer. The small proportion of alcohol cannot possibly be construed as making the carbonated water an alcoholic beverage as the proportion is about 1 to 1280. The action seems to be an increase in the surface tension of the carbonated water—that is, the surface film of the water is more elastic and hence resists the natural tendency of the gas to escape.

HOT CHOCOLATE HINTS.

In the making of chocolate beverages most dispensers now employ the chocolate syrup prepared by supply manufacturers, but for those who prefer to make their own syrups, the following formula, used by many of the leading hot soda men, is appended :

Chocolate powder ....1 lb.
Powdered sugar ... ...5 lbs.
Water ... .3 qts.
Vanilla extract .... ½ fl. oz.

The most desirable utensil in which to boil the syrup is a copper kettle such as is commonly used by candy makers, but any kind of agateware or tin kettle will serve almost as well for this purpose. The water is poured into the kettle first and the kettle is then placed over an oil, gas or gasoline heater or over an electric stove where the heat may be turned off readily. After the water has begun to boil, the powdered chocolate should be stirred in until it has thoroughly dissolved. Then the sugar should be added slowly and the mixture stirred continuously, until it has assumed a moderately thick, creamy consistency. When the mixture is boiling well, the heat should be cut off and the vanilla extract added. A few dispensers use milk in preparing the syrup, but it is the general opinion that a more desirable beverage is obtained from using whipped cream when dispensing the drink. Some dispensers also recommend the making of thicker syrup by employing more chocolate powder, but such a syrup has generally been found to be too heavy, and therefore difficult to handle in the syrup pumps.

In dispensing hot chocolate, it is the majority opinion that about one fluidounce of the syrup is all that is required in each eight ounce mug. This ounce of syrup should be poured into the mug which should then be filled with boiling water from the hot water urn, and the whipped cream should then be applied to top the beverage. The hot water used in serving this and all other hot soda drinks should be "red" hot, as it is always easy to cool the beverage sufficiently to suit a customer, but it is almost impossible to reheat a mixture after it has been made.—American Druggist.

EGG COFFEE, ETC.

We now come to the second class of egg drinks and they must be treated a little different from the acid drinks. Draw into a 12-ounce glass one and one-half ounces of the desired syrup (coffee, chocolate, vanilla, maple, etc.), and break in the egg and add a teaspoonful of Horlick's Malted Milk, one ounce of sweet cream, a little fine ice, and shake. Now fill with soda same as directed for an egg phosphate, only use the coarse stream less and the fine one more.

ICE CREAM AND WHIPPED CREAM SHAKES.

These are prepared same as egg coffee, etc., substituting ice cream or whipped cream as the case may be for the sweet cream.

EGG PHOSPHATES.

Draw one and a half ounces of orange syrup (other flavors may be used, but none will give more satisfaction than this) into a 12-ounce glass, then take an egg in the right hand, and holding it firmly, with a quick motion break it over the edge of the glass, then with both hands separate the shell, allowing the egg to drop into the syrup. (This should be done above the counter and in full view of the customer. If the yolk be broken, at once place it out of sight, and prepare another drink without comment.)

Now, the syrup and egg being in the glass, we proceed to finish our egg phosphate. First add a few dashes of phosphate and a little broken or shaved ice. The ice answers two purposes : one to thoroughly break and beat the egg ; the other, to make the drink really cold, a quality needed to produce the best results. Shake thoroughly, not long enough to kill the life of the egg, but just enough to thoroughly beat it.

Now with the coarse stream into the shaker containing the beaten egg and sufficient syrup, draw carbonated water to nearly fill the glass, as quickly as possible, and with the fine stream mix the whole thoroughly. Take a clean glass and throw drink from shaker to glass, and from glass to shaker ; then place the glass in the holder, insert your julep strainer into shaker and, holding it

about six inches above the glass, strain the drink into glass. This method gives the drink a fine creamy appearance. Now, if desired, sprinkle a little nutmeg or cinnamon on top.

EGG LEMONADE.

Next to an egg phosphate this holds the most enviable place in the list of egg drinks. Draw one and one half ounces of simple or lemon syrup into a glass. Into this break your egg and squeeze the juice of a lemon. Add a little shaved ice, shake thoroughly and proceed as in egg phosphate.

LIME JUICE FLIP

This is made just like the egg lemonade, substituting the juice of one lime for that of the lemon; or a half ounce of bottled lime juice may be used.

PRACTICAL PARAGRAPHS.

WATERPROOF GLUE.

Alcohol	250 c.c.
Sandarac	20 grams
Turpentine	20 grams.
Mastic	20 grams.

Heat together on a water bath and add to an equal volume of a solution of common glue and isinglass.

The following is another formula:

Gelatin	100 parts.
Glue	100 parts.
Alcohol	25 parts
Alum	2 parts.

These substances are mixed with an excess of acetic acid and heated for six hours on a water bath, acetic acid being added from time to time to make up loss by evaporation. Finally, enough acetic acid is added to make a thick syrup. This glue is not miscible with water.

INK FOR LABELING PORCELAIN JARS.

A number of formula have been published for an ink for marking china jars, gallipots, etc., but to our notion none of them equals purified coal tar, thinned, if necessary, by dilution with carbon disulphide. When dry, writing with this material looks as though it had been done by some encaustic process, appearing as though burnt in. It can be removed, if desired, by rubbing with carbon disulphide. If this does not suit you try the following:

Rosin	20 parts.
Borax	35 parts.
Alcohol	150 parts.
Nigrosin, sufficient.	
Water	250 parts.

Dissolve the rosin in the alcohol, and the anilin color in the solution. Dissolve the borax in the water and rubbing with carbon disulphide.

EXTERMINATOR FOR LICE ON FOWLS

A good powder for chicken lice consists of equal parts of stavesacre and cevadilla seed, along with about half a part of white hellebore, powdered fine. Cevadilla alone makes an excellent application. An excellent preparation consists of the following:

Borax	3 parts.
Decoction of quassia (1:5)	92 parts.
Glycerin	5 parts.

Mix and dissolve.

Nothing is better for lousy chickens than sulphur. Dampen the skin under the feathers with water and dust in flowers of sulphur.

TO CLEAN BRASS SCALE PANS.

Pour enough ammonia water into the pan to cover the bottom and rub briskly until dry with a handful of dry pine sawdust. If the pans are very dirty take a drachm of potassium dichromate, powder thoroughly mix into two or three times its weight of concentrated sulphuric acid and add twice the volume of water. Rub the pans with this solution of chromic acid, rinse well in water and give a final polish with a cloth moistened with oil and precipitated chalk or rottenstone.

UNIVERSAL POLISHING LIQUID.

The following is a French preparation which, it is claimed, can be used for giving a high polish to any surface whatever:

Yellow wax	30 parts.
Oil of lavender	1 part.
Ammonia water	1 part.
Alcohol	2 parts.
Benzine, purified	200 parts.

A very small quantity of aniline brown added to the mixture produces a rich dark color.—National Druggist.

"Honesty always wins in the long run."

"Yes, I know; but a man is likely to be regarded as an old fogey or a weakling if he doesn't take the short cut nowadays."

"A girl and things to eat have a good deal in common."

"How's that?"

"If they don't agree with you it's best to keep away, no matter how much you may like 'em."

CREDIT MEN

Should see that their firm's travelers are provided with

The New Revised Canada Reference Book

Now ready for delivery.

Also turn over your delinquent accounts to our Collection Department.

R. G. DUN & CO.

70 Bay Street

SPLENDID!
Best we ever had.

These reports from dealers who bought our Import Holiday Gift Goods in 1913 are extremely gratifying to us.

THE REASON IS HERE.

Our efficient buying organization in selecting acceptable goods, distinctive and exclusive lines. This year our

IMPORT HOLIDAY GOODS

are more varied than ever. Only to be seen to be appreciated.

WRITE FOR APPOINTMENT.

WARWICK BROS. & RUTTER Limited

Importers of Gift Novelties

TORONTO

Circularizing the Dealer

"I had not made a personal investigation of the retail situation for a year or two" said an agency solicitor and service man, "and I thought I would go out and get a line on it as a help to preparing a trade circular.

"And what do you think I found? Why, some of the retailers I saw were getting fifty and sixty circulars a day! The worst was in the grocery line, but the drug line was almost as bad. Read them? What a chance! Nine-tenths of them went to the floor and were swept up unopened.

"I have had some experience as to the waste of dealer literature before, but the condition to-day surpasses anything I have ever seen. It has grown much worse in a single year. There is no doubt about it, the dealers are being frightfully over-circularized."

If that is so, and of course it is, what becomes of the specious claim of "exclusive attention" made for the trade circular or prospectus? What sort of impression does the retailer get of national advertising when he sees, daily, this enormous waste of advertising effort, and compares the inflated claims of many advertisers with respect to consumer advertising with their failure to get a hearing from him, the very first milestone on the way?

Multiply this waste of trade circulars by their cost, both in postage and printing, and then draw a direct comparison with the same message when put through the columns of the trade press, the standardized medium for reaching the dealer. Of course the efficiency of the trade papers in different industries varies; but as a rule there is at least one first-class medium in each field.

There are several good reasons, aside from cost, why the trade circular should not be thoughtlessly used, and why advertisements to the trade should be made preferentially in the trade press. One of these reasons is that the trade press represents an organized attention and medium of publicity, comparable to a clearing-house or public market. At a certain stage in the development of an industry or business, it comes almost automatically into existence to economize the effort and cost of doing business previously being done in an unrganized way. So far from having its publicity-power weakened by the increase in its advertising pages by the apparent increase in competition between advertisers, the very reverse is true. Because with the growth of size goes the growth of income or means of improvement, and with improvement, prestige and power. From either the retailer's, or the advertiser's, point of view, this condition is ideal in that it fixes the time, the place, and, as far as possible, the character of the advertising appeal. It makes an appointment with a high percentage of the paper's readers, and if it has a real message to deliver, keeps it.

Dollar for dollar, effort for effort, idea for idea, the opportunities for cashing in are much greater in the trade press than in the trade circular. Some advertisers talk of putting more ideas and more power into their trade circulars to lift them out of the ruck and give them a better chance at the retailer's attention. Why not put the same time and effort into the tradepaper copy?

—Editorial, Printer's Ink, November 6, 1913.

Be Able to Fill Orders for

PINEX

The Big Selling Cough Remedy.

IS now the largest selling Cough Remedy in the U. S., and is rapidly gaining the same position in Canada.

This remedy was designed by a Pharmaceutical chemist to take the place of a thousand and one home-made cough remedies, upon which the druggist makes little or no profit.

These people are being educated to buy Pinex (50c), getting a better remedy, and paying the druggist a good profit

Pinex has brought to the druggist a big volume of new business from people who would not buy an ordinary cough remedy

It is a clean, meritorious pine-tar preparation.

A quick repeater. You can stock it safely.

The sale is guaranteed.
Unsold bottles returnable at any time.

Order a few bottles from any jobber.

$4.25 per dozen. Retails at 50c.

Manufactured by

THE PINEX CO., TORONTO, ONT.

EUROPEAN AGENCY

WHOLESALE buying agencies undertaken for all British and Continental goods, including

Books and Stationery, Boots, Shoes and Leather, Chemicals and Druggists' Sundries, China, Earthenware and Glassware, Cycles, Motor Cars and Accessories, Drapery, Millinery and Piece Goods, Fancy Goods and Perfumery, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Provisions and Oilmen's Stores, etc.

Commission 2½ per cent to 5 per cent Trade Discounts Allowed. Special Quotations on Demand. Sample Cases from $50 upwards. Consignments of Produce Sold on Account.

WILLIAM WILSON & SONS

(ESTABLISHED 1814)

25 Abchurch Lane, London, E.C.

Cable Address: "ANNUAIRE, LONDON."

PROFITABLE SIDE LINES

SEND FOR OUR 800 PAGE CATALOGUE

The OSKAMP-NOLTING Co.

411-413-415 Elm St.

CINCINNATI, OHIO

The Consolidated Fruit Jar Co.

New Brunswick, N. J.

—MANUFACTURERS OF—

Sprinkler Tops,
Talcum and Tooth Powder Tops,
Aluminum Collapsible Drinking Cups,
Plain & Decorated Collapsible Tubes,
All kinds of cast metal goods.

Sole Manufrs. of Drummond Pat. Closed Tube

—— WRITE FOR PRICES ——

Keating's Insect Powder Sells all year

DO not allow your stock of Keating's Insect Powder to run down because the summer is passing.

Bugs and Roaches

are pests all year through, and Keating's is their deadly enemy.

1838 1914

LYMAN'S
Sundries for Import

We would call the attention of the **Retail Drug Trade** to the fact that our **Mr. H. Rosser** in Ontario, **Mr. H. T. Young** in the North West, and **Mr. Geo. Evans** in Toronto, will call on you shortly with a complete line of samples, comprising:

. . Toilet Cases and Mirror Sets . .

Perfumery, Brushes, Combs, Mirrors, etc.

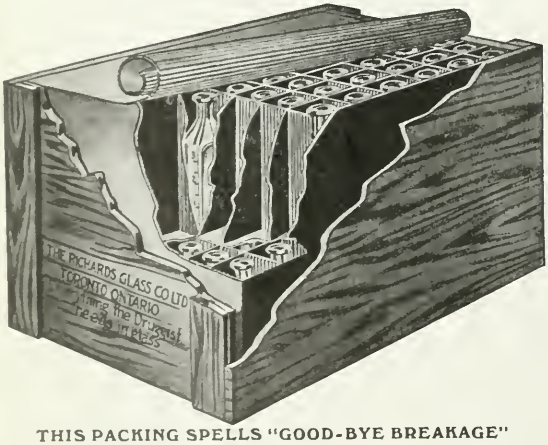
Also a full line of **Sundries** for immediate delivery.

It will pay you to wait and view our **Samples.**

All orders receive our careful attention.

THE LYMAN BROS. CO., LIMITED
TORONTO

BOTTLES WELL PACKED ARRIVE SAFELY
NO EXTRA CHARGE FOR THIS PACKING



THIS PACKING SPELLS "GOOD-BYE BREAKAGE"

Our new Cell Packing has been a trade winner The first month we packed our bottles this way our sales increased 250 per cent.

The drug trade are not slow to appreciate a good thing.

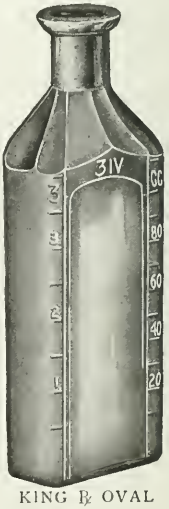
Our prescription ware is made in Canada for Canadians

Keep the cost of doing business down by buying your bottles at the right price

We do not cork our bottles. You can do this cheaper than we can.

Buy your bottles from us and your corks from the cork man, then you will be buying right.

RIGO
Our trade name



KING R OVAL

Bottom View
Showing good label surface

THE RICHARDS GLASS CO., LTD.
182 ADELAIDE ST. WEST, - - TORONTO.
"Everything the Druggist Needs in Glass."

Trade Notes

ALBERTA.

Mr. W. Blaine, Radcliffe, Alta., is opening a new business.

H. L. Francis is opening a new business in Edmonton, Alta.

Mr. H. W. Chambers, of Didsbury, Alta, suffered a loss by fire recently.

W. E. Lord succeeded to the Parker drug business of Red Deer, Alta.

BRITISH COLUMBIA.

Mr. J. Darling, recently with the J.A. Teeporten, Co., Ltd., Vancouver, is now in charge of the Poole Drug Co., Nelson, B.C.

Mr. W. Tucker has opened a business at Port Coquitlam, B.C.

MANITOBA.

The Somerset Drug Co. has opened a new business in Somerset, Man.

Poyntz & Co., of Winnipeg, suffered damage by fire in December.

The Le Pas drug store was recently destroyed by fire.

NEW BRUNSWICK.

Mr. T. C. Donald, of Hampton, New Brunswick, is dead.

Messrs. Wade Drug Co., of Grand Falls, New Brunswick, had their store damaged by fire.

ONTARIO.

F. W. Blakeman, of Lakefield, Ont., is starting a new business.

G. H. Robinson has started a new business on Dundas Street, Toronto.

J. A. Campbell has succeeded Mr. S. E. Hick, of Goderich, Ont.

Mr. M. B. Percival, of London, Ont., has sold his business to the Standard Drug Co., Ltd.

Mr. B. W. Donnely, Ancaster, has sold out.

J. J. Jepson, of London, Ont., has sold his drug business to the Taylor Drug Co.

QUEBEC.

The Pharmacie Lachance, Montreal, was recently damaged by water, but is insured.

Messrs. O. H. Letourneau & Co., have recently been registered in Montreal.

The Dr. Leduc Drug Co., has recently been registered in Montreal.

Messrs. Bernard Fox, St. Lawrence Blvd., Montreal, suffered loss by fire recently.

The Franco-American Perfume Co. has been registered in Montreal.

The stock of Mr. L. E. Martel, of Quebec, was damaged by fire recently.

SASKATCHEWAN.

The McLaughlin Drug Co., recently started a new business in the Carmen Block, Regina, Sask.

Mr. A. Campbell, Saskatoon, has sold out.

Mr. T. R. Dark is opening a new business in Biggar, Sask.

THE THERAUPTIC USE OF TUBERCULIN

Brown in the American Journal of the Medical Sciences for October, 1912, says that the results in man have been for the most part good, but many observers have failed to support their contentions with proof other than their personal belief or impressions.

Selection of patients certainly affects the results, and when only favorable cases with tubercle bacilli in the sputum are chosen, the results will be far better than when all patients are given the treatment. At the Adirondack Cottage Sanitarium they gave tuberculin to carefully selected patients for a time and then selected for a year or two the worst cases. Later they exercised no selection, but allowed the patients to elect to take tuberculin treatment. They thought this would be the fairest test, but in reality it has resulted in a selection against tuberculin, as those patients who wished to stay a little longer because they were more advanced or ran a subacute course chose to take tuberculin. The patients selected because they were the worst did remarkably well. The results on the whole, when reduced to cold figures, with every error possible eliminated, showed that among the moderately advanced patients those who took tuberculin did better than those who did not, while for the incipient stage the difference was less pronounced. This held true for both immediate and ultimate results.

In the individual case,however, tuberculin often falls short of what is hoped from its use. In early cases it is almost impossible to say how much good tuberculin does. In the more advanced cases favorable results are more often seen, and in the very chronic cases the effect of tuberculin is in a few truly astonishing, so good, in fact, that no one questions it. It is these results that win for tuberculin its advocates, and the author is sure that after two or three such cases few would doubt its efficacy in some patients. When, however, results are tabulated and impartial statistical methods applied, they are so far from upholding the impressions created by these few cases that the statistical methods themselves, and not the results of tuberculin, are questioned.

Brown's observation leads him to believe that incipient cases treated with tuberculin do somewhat better than those not so treated, while the moderately advanced cases do much better. The ultimate results do not show such marked differences but indicate that the treated cases, both incipient and moderately advanced, do better.—Ex.

LEVER BROS., Limited

Chemically Pure

REFINED GLYCERINE

(MADE IN CANADA)

In Half Ton Drums

and 56 lb. Cans

QUOTATIONS GIVEN FOR ANY QUANTITY

SELLING AGENTS

John Cowan Co., Limited

Montreal Chemical Works

1-15 Dalhousie St. - Montreal

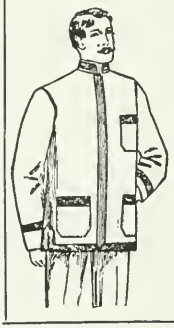
Pepto-Mangan (Gude)

(Reg. U.S. Pat. Off.)

is *the one and only* absolutely uniform and unalterable solution of iron and manganese in the form of true organic peptonates. It is also *the one and only* preparation lawfully entitled to be known as "Pepto-Mangan," a valid trademark, which is our exclusive property. We respectfully request the trade to take due notice of these facts.

M. J. Breitenbach Co., New York, U. S. A.

"Every Coat we turn out a Winner"



Druggists' & Dispensers' Coats

Your personal appearance will be improved by wearing our made-to-measure coats thoroughly shrunk. We have a large variety of styles and strictly washable materials.

Cut shows Style No. 18

—made from any material desired—

Write for our swatch card showing styles materials and prices, free upon request. We can fit you by mail very nicely.

Free delivery to all parts of the world

Address:

WEISSFELD BROTHERS

115-117 Nassau St., New York City

This Label has been known to the trade since 1836.

PAYSON'S INDELIBLE INK

for Marking Linen, Silk & Cotton

WITH A COMMON PEN.

Without a Preparation.

THE OLDEST THE BEST

ESTABLISHED 75 YEARS

Always in **YELLOW** and **RED** wrappers

Specially Suitable for the Canadian Climate

BEETHAM'S

La-rola

THIS DAINTY TOILET PREPARATION protects the skin from the effects of Frost, Cold Winds, Hard Water, and prevents Roughness, Redness, Irritation, Chaps, etc. It keeps the skin Soft and White, and adds the charm of youth to the complexion. It will keep the skin in a perfect condition during the coldest winter.

It is a Perfect Protection to the Skin during All Winter Out-door Exercise and Sports

Sole Makers: M. BEETHAM & SON, Cheltenham, England

(Through Any of the Wholesale Houses)

The Best Value

For Druggists Is

J. S. Hamilton & Co's. Brandy

DISTILLED AT COGNAC, PELEE ISLAND

UNDER EXCISE SUPERVISION

For sale in Cases 12 qts., 24 pts., 24 and 48 flasks

J.S. HAMILTON & Co., Brantford

WHOLESALE DISTRIBUTORS FOR CANADA

SPONGES

We are giving the best value obtainable in sponges. If not already on our books send us your next order and be convinced

SHAW & EVANS, Montreal

RECENT IMPROVEMENT IN THE METHODS OF TEACHING CHEMISTRY.

In our Special New Year's Issue for 1906 appeared a page with the above title, in which were given some specimens from a collection of examination answers exemplifying the results obtained some thirty years previous under the "bad old system of cram." We stated then that "it would be difficult to match them nowadays ; at any rate, examiners say they never see such answers now." However, a recent issue of a transatlantic paper contained the following series of replies given in examination—a series which seems to show that even if we may congratulate ourselves on the progress that has been made in the method of teaching science in these islands, there is still room for improvement in certain quarters of the globe.

What is meant by the mother liquid ?

Milk.

What is sublimation ?

Sublimation is when a substance goes to the top and stays there.

What is the characteristic constituent of rotten eggs ?

Their smell.

What do ladies use H_2O_2 for ?

To disinfect their hair.

What happens to gold exposed to the air ?

It's stolen.

If your clerk swallowed some gold chloride what would you give him ?

I'd give him the sack.

If a person swallowed some spirits of nitro-glycerine in your shop, what would you do ?

Get out of the shop.

In case of poisoning by bromine, what would you give him ?

I would give him some pure sodium hydroxide, which would form sodium bromide.

Can there be such a compound as CO and Fe twice ?

Yes. Coffee.

What is the source of all our heat ?

Steam.

If you should pour water into a vessel having numerous holes on all sides what would occur ?

The pressure would be equal in all directions.

In finding the mechanical equivalent of heat, why don't we use a plain tin box to hold the water?

It might leak.

Some substances contract on heating. What occurs to iron when heated ?

It gets hot.

What's a mortar ?

It's the thing into which you put the thing that you rub with the thing that belongs to the first thing.

What is the common material that mortars are made of ?

Platinum.

What is steam ?

It's hot air that you can see.—Ex.

HANDLING PETTY CASH.

SHOWING THE NEED OF WATCHING THE SMALL THINGS.

By St. Elmo Lewis, of the Burroughs Adding Machine Co.

One day long ago a lawyer of some note had a call from a man unknown to him. The caller stealthily closed the door and pulled up a chair.

"I am running a quiet little card game near by," he said, "but I run my place 'on the square.' I won't have any man getting away with stolen money if I know it."

"You are attorney for the Blank Manufacturing Company, I believe ; and I have come to tell you that one of their trusted clerks frequents my place, and loses heavily of money I am convinced is not his. You can act in the matter as you see fit."

With this he left.

Now the lawyer knew the clerk was regarded as a trustworthy young man, and at first was inclined to discredit the gambler's story. But as he thought it all over, he recalled certain extravagances of the clerk's, and concluded that it was his duty to lay the facts before the company.

He accordingly asked them to meet him at their office on a Sunday morning, as he had an important matter to put before them. It was about their internal office affairs, he said.

Like hundreds of other concerns, they believed that their methods and bookkeeping were watertight. There might be small difficulties once in a while—in the factory and yard, leaks which soon were discovered and stopped up.

But to have a serious leak in their office methods, under their very eyes, seemed impossible. After some discussion, they complied with their attorney's request.

Being assembled, he asked them if anything about their earnings had ever seemed out of proportion to other known things about the business, and if they had looked for the cause.

They replied that they had often wondered why the net profit had appeared so small considering the large volume of business done. But they had never thought of laying it to poor bookkeeping or loose methods of work.

They knew their accounts showed certain things, but that they gave the true condition of affairs they never doubted.

Then the lawyer told them the gambler's story. They were dumbfounded over the report and at first would not believe there was any truth in it.

But when certain facts concerning the life and habits of the trusted clerk were pointed out, facts which, in the rush of business, they had not no-

ticed, or cared anything about, they were forced to admit that something was loose.

"Does this clerk handle any money?" the lawyer asked.

"Yes," was the reply, "he had the paying of petty expense items, all small amounts, such as freight, express, cartage, postage and the like."

"May I see some of the entries for such expenditures?" he then asked.

The petty cash book was placed before him, when he picked out three or four such items at random covering the period of a month.

"Now, let me see the vouchers for these entries," he demanded.

"There is very little use in that," said the manager, "one item here is only eighteen dollars, another seven fifty, while this one is only one-fifty. These are entered correctly and no one could have gotten away with them."

"Let me see them anyway," quietly insisted the lawyer. He believed that he was on the right track to discover the loss.

After some delay the original vouchers were found in the files and placed before them. Imagine their surprise and chagrin to discover that the actual amounts were six dollars, two fifty and fifty cents, in each case.

These men spent the entire day right there going through the whole petty cash covering seven years, and at night found that the total stealings amounted to almost sixty thousand dollars.

The leak had been reducing their resources for a period of more than five years, and eventually would have bankrupted them. It was growing larger all the time.

The clerk had used a simple system of charging off the freight bills at exactly three times their actual amount, and pocketed the difference. He knew his employers had every confidence in him, and that the chance of discovery was very remote.

In this case the business was growing steadily and the increasing expense account due to false entries was covered by the general average of higher costs of operation.

As soon as they could, the company set about to look after the small things concerning their business. When they had suffered a large loss they realized that it is the small things that cause nearly all leaks in a business. When proper precautions and right methods are used, such losses are very rare.

With the help of their lawyer, they made their cash accounts—the vulnerable points—and their methods of handling money, absolutely watertight. The lawyer was not an expert at accounting, but he had plenty of common sense. He was able to point out the loose ends of their business methods.

He saw clearly that they should have a special cash fund from which to pay all petty cash items of expense usually paid out in currency. They should make the clerk paying such items responsible for the amount of the fund. And he should make daily or weekly statements showing an exact balance with the money still on hand.

They saw the advantage of this plan and at once adopted it. They drew a cheque to cover the usual expenditures for one week. This amount was charged to a Petty Cash Account opened in the general ledger. The money was placed in a separate cash drawer.

The lawyer then suggested that the Company require a Petty Cash Ticket made out for every item paid out. This was a very simple matter to arrange, and the ticket or voucher was printed to show at the bottom a series of small spaces. In these spaces appeared the names of the principal expense accounts.

When a voucher is drawn up, the account to which the item is to be charged is indicated by simply placing a check mark (v) in the space bearing the account name. In every case the voucher must be signed by the cashier or manager before being paid. This is the safeguard feature for the company.

Once a week or when the fund is nearly exhausted, the clerk is required to make up a petty cash statement. This is a very simple process. The form is so designed that a perfect distribution of the expense is easily made in separate columns and the footing of each column carried down to the bottom of the sheet.

The total of each debit column is posted direct to the corresponding account of the ledger, and the grand total is posted to the credit of the Petty Cash Account. Another check is then drawn for the amount of the expenditures, thus replenishing the fund to its original amount. This is then charged to the Petty Cash Account as before.

Once started, the work of safeguarding their business went steadily on, until every loose and weak place was protected. They now know that they are getting all their profits. They know, moreover, exactly what their profits are.

E. G. West & Co., report the largest business in their history, for year just ended. More customers, more trade from old customers, and prospects for 1914 still better.

Mr. West is optimistic regarding trade conditions for this year, and believes all business will soon recover from the effects of present conditions

---

DOES IT GO IN THE WASTE BASKET?

According to Printer's Ink there has been a boom in waste paper baskets. More and larger ones are being sold. Do you help fill them by sending out poorly prepared, poorly printed advertising matter?

The Martin, Bole & Wynne Co., Lt'd.

Wholesale Drug Merchants and Manufacturing Chemists

Corner of Princess and Market Streets - WINNIPEG, MANITOBA

COMING WEST?

Should you desire to come to the great North-West, either to engage in the drug business for yourself, or to take a position as a clerk, we are able to assist you.

We are constantly in touch with every section of Western Canada, and shall be glad if we can be of service to any one desiring information, as to location, necessary capital, qualifications, etc.

We Usually Know of a number of drug businesses for sale and will be glad to send — **Full Particulars Upon Request.**

—WRITE US—

DRUG REPORT.

Business during the past month has been a little slow.

Paris Green prices for this year have been fixed by the manufacturers. They are a little lower than last year.

Opium, Morphia and Codeia are higher in price.

Oil Lemon and Bergamot are a little easier.

Formaldehyde is a little lower.

Oil Santal, E.I., is very much higher in price.

Special changes you will note in our detailed list.

A—Advanced. D—Declined.

D.—Acid Carbolic, in 1 lb. bots. ... ...lb.	.29
D.—Acid Carbolic, in 5 lb. tins .....lb.	.20
D.—Acid Carbolic, in 10 lb. tins.....lb.	.19
A.—Ammonia Molybdate..... ....oz.	.22
D.—Apomorphia Muriate..... ... .oz.	$14.00
A.—Atropia Pure..... ....oz.	8.75
A.—Atropia Sulph..... ....oz.	7.25
A.—Cantharides, Chinese..... ... .lb.	1.35
A.—Cantharides, Russian..... ....lb.	2.75
A.—Cantharidin (5 gr. tubes)..... .....ea.	.85
Cocaine Muriate (⅛ oz.)..... ....ea.	.45
A.—Codeia Crystals..... ....oz.	4.90
D.—Formaldehyde..... ....lb.	.18
D.—Morphia Sulph..... ....oz.	3.85
Morphia Acetate..... ....oz.	3.90
Morphia Muriatic..... ....oz.	3.90
D.—Oil Bergamot..... ... .oz.	.65
D.—Oil Cloves..... ....oz.	.15
D.—Oil Lemon..... ....lb.	4.75
A.—Oil Santal Opt..... ....oz.	.55
D.—Oil Wormwood..... ....oz.	.55
D.—Soda Succinate..... ....oz.	.22
A.—Thymol ....oz.	.22

The employee who finds himself criticising the management of the store for stinginess should first make sure he knows where economy ends and stinginess begins.

PLACE LARGE SODA FOUNTAIN ORDER

For installation in the new thirty million dollar Terminal Depot in Kansas City, the Kansas City Terminal Railway Co. has just placed an order for an elaborate soda fountain and luncheon equipment. This contract, which went to the Liquid Carbonic Company, provides for equipment to occupy approximately 2,000 square feet of floor space, and is one of the largest contracts for soda fountain and additional equipment placed in a good many months. The fountain is to be installed about April 1st of this year, and about that time we hope to print details and possibly photographs, of this elaborate outfit.

THE CHEMIST AND DRUGGIST DIARY

The 1914 edition of this most useful book has arrived. It is, as usual, a splendid production. There are several new features, probably the most important of which is the information regarding the National Insurance Acts, 1911 and 1913. The editors have devoted about five pages to this subject, which will undoubtedly prove most interesting to every one of its readers.

It contains, in tabulated form, the rate of weekly payments, in the various classes, for men and women in England, Scotland and Ireland, the medical and sanitorium benefit, and a full description of Insurance Dispensing. Altogether it forms a most complete encyclopoedia for the British pharmacist.

KENT-McCLAIN AGAIN.

Mr. J. J. Kinley has recently installed a beautiful outfit in his Halifax store. The finish is in mahogany with green marble bases, and is very effective. The complement of silent salesmen are of the "Roman" design all glass construction as made only by Kent McClain, Limited (Toronto Show Case Co).

The Signature of Chas. H. Fletcher. Is on Every Wrapper of

CASTORIA

Jobbers sell less than dozen at $3.00 per dozen.

Jobbers sell 3 dozen or over at $2.80 per dozen

Send for
Cards, Cartons and Counter
Wrappers.

Genuine CASTORIA Always

Bears the Signature of

Chas. H. Fletcher.

THE CENTAUR COMPANY
250 WEST BROADWAY, NEW YORK CITY.

Chas. H. Fletcher. President.

The Canadian Druggist

Vol. xxvi TORONTO, CANADA, MARCH, 1914 No. 3

Foundation and Purpose.

By D. Chas. O'Connor, Author of "A Treatise on Commercial Pharmacy."

Written Specially for the Canadian Druggist.

We have made arrangements with Chas. O'Connor, author of "A Treatise of Commercial Pharmacy," a book which has won fame among druggists, both in the United States and Canada, to publish a series of articles. These articles are written for the benefit of the drug clerk. They are designed to give a thorough business training in a drug store. The author, after twenty years' experience with drug clerks, is in a unique position to handle this subject, and we are sure that our readers will appreciate these articles. The first article appeared in our last issue, entitled "Why the Drug Business?"

Now that you have read and studied the first article and decided to stay in the drug business you know where you are at. You are in right with yourself, and ready to give yourself an extra boost along. Where will you begin? Building a career requires a foundation just as much as building a building. What foundation stone are you going to use in building your career? I have looked the field over and I consider education to be the ideal foundation-stone for success in the drug business.

EDUCATION AS FOUNDATION.

The drug business is a hard business to learn unless you have a solid educational foundation to build on. A good education is indispensible. The educational requirements of a successful drug clerk have been increased. The standard for admission to colleges of pharmacy has been raised. Many colleges of pharmacy now require a high school diploma for entrance. Others require one year in high school before they permit a student to enter. In Rhode Island practitioners must be graduates of a college of pharmacy.

If you have not a high school education, you ought to have its equivalent. You can educate yourself. There are correspondence schools that have courses on about every subject, and some of the combination courses are good. If you can arrange to take some studies with the high school students, it will be a good thing for you, especially at the present time, when the courses in the high schools are being re-arranged to fit the students for industrial and commercial pursuits. You could arrange to take studies on the professional side of pharmacy, like botany, chemistry, and on the commercial side, like accounting, business methods, office systems, current events, etc. Such preliminary training will make it easier for you later when you attend the college of pharmacy.

There are business books at the libraries on almost every conceivable phase of business life. Indeed, the facilities for education are ample if you have the ambition to utilize them. The real scope of education as understood nowadays, is not the amount of knowledge absorbed, but rather the extent to which the student is prepared for service in his life career, his community, his state, his nation, by increasing his industrial, commercial and civic capacity.

Education, then, trains you for service to your self and your fellow-man. You ought to see that education is a thing you can't get too much of. Get all you can of it and get it systematically. Organized knowledge having a bearing on your chosen career is what you want, together with a good general knowledge. Lincoln walked miles to borrow books to study. You have them close at hand in the public library. One good advantage of self-education is: you can adapt your studies to your needs better than you can in school or college. You can choose your own subjects, and study those you are most interested in and which will be of greatest value.

Read every drug journal you can get your hands on. On a recent visit to Boston, Mr. Edison, the great inventor, said: "I take over fifty technical and trade magazines and I read them through." I

know a druggist who takes six drug journals and two business journals. The columns of these drug journals nowadays are filled with progressive ideas, not only on professional pharmacy topics, but on commercial pharmacy topics as well. One side of pharmacy isn't enough. You need both sides—professional and commercial.

An inquiry among the drug clerks of the present would undoubtedly show a large percentage to be deficient in education. This is one reason it is so hard for them to learn the drug business. They get discouraged easily because they haven't the broad educational foundation to build on. The drug clerks of the future will have such a foundation, for they will have the advantage of the revised practical schedules of study, and the advanced methods of vocational guidance soon to be introduced into the schools. So, it is up to you, as a drug clerk of the present, to get all the education you possibly can, and especially that which will give you a knowledge of the facts concerning pharmacy, both professional and commercial, then you will build on a sure foundation. No matter how well adapted to the drug business you may be, your progress will be hampered if you don't build on a solid educational foundation.

FIXITY OF PURPOSE

Have you a fixed purpose in life? Have you a single aim? What is the ideal you are trying to reach? Have you one? Are you going to be satisfied to just drift along as an ordinary drug clerk? Are you going to run a store for somebody, or are you going to run one of your own? You ought to have a fixed purpose so that you can thoroughly plan your work and then thoroughly work your plan to accomplish your fixed purpose. All history and biography illustrate the fact that nothing worth doing has ever been done without plan and preparation.

You must have an ideal. Set before yourself the position you want to reach. Every man is the creator of his own destiny. Success isn't all luck. It is the ideal that determines the direction of the life. The ideal of drug clerks in general is to be in business for themselves. They look forward to the day when they will own their own store. The idea of owning their own store is not quite as general as it used to be. Drug clerks have found out that in the present day of fierce competition, of drug trusts and combines, owning their own store isn't such a desirable position as formerly.

To own your own store to-day you must have a good capital in money and a good capital in mental equipment. Money alone won't make a success of a drug store in these modern times. It requires in addition a broad business equipment, managing, organizing and executive abilities of a very high order. Therefore, if you have entertained as your ideal owning a store of your own, learn now that such a condition isn't always desirable. Furthermore, the simple fact of being a drug store proprietor is not the highest ideal in the drug business.

The best ideal in the drug business to-day is that of an efficient manager. That should be your ideal. An efficient manager nowadays is a big man. His duties are many and all of them important. To be an efficient manager you must plan and prepare for the position several years in advance. You cannot step into an efficient manager's position without a big equipment, acquired through several years of training especially for just that position. That is one great advantage of having an ideal. You set the goal you want to reach, then all your work and study is of extra value to you, because everything you do has a bearing on your life work. You can choose the necessary work and study, to assist you in reaching the desired goal. Your ideal is always in sight. You have something definite to accomplish. You plan systematically to reach your ideal. You have a fixed purpose in view. When you have that always in mind you have greater ambition; you have deeper inspiration; you have stronger resolutions; you have mightier determination to reach your goal—to make your ideal a reality.

The lack of a fixed purpose causes a feeling of uneasiness, a feeling of discontent; a waste of energy and time in working and studying on things not needed; a lack of firmness to stick to a task long enough to accomplish something; a tendency to become restless and wander about from one job to another; all these conditions kill success.

To be an efficient manager is not too high an ideal for you. You never know what your ability is until you have it thoroughly aroused by the fires of ambition to reach a certain position. You are at the age when you are filled with live steam, bubbling over with vivacity, and have every equipment needed to put your machinery in motion to reach your ideal. Carnegie says: "Aim high! I would not give a fig for the young man who does not already see himself the partner or the head of an important firm. Say each to yourself, 'My place is at the top.' Make your vow that you will reach that position. Be king in your dreams."

Make up your mind that you are going to master the drug business; to know it through and through; to be an authority on it. Commissioner Draper, Commissioner of Education of New York State, says, "The man who has a craft and comes somewhere near being the master of it is to be envied, in comparison with the man who has got into bank or a printing office and cannot get to the fore in it."

This is the age of specialization. You must be

*The Empire of Business, by Andrew Carnegie, Doubleday, Page & Co., Garden City, N.Y.

"FROSST'S"

PHARMACEUTICALS

A uniform quality.

A uniform discount throughout.

When ordering from your wholesaler specify "Frosst."

Charles E. Frosst & Co. **Montreal**

The Leading Line

Beecham's Pills

- Notice to the Trade -

The Proprietor of Beecham's Pills begs to notify the Retail Trade of Canada that in consequence of the liberal advertising which is appearing in the press throughout the Dominion, and the fact that Beecham's Pills are so well-known and valued by the residents who have come from the British Isles, the demand is rapidly increasing, and retailers are recommended to purchase Beecham's Pills in larger quantities and obtain the advantage of a better price. The following firms are the Distributing Agents:

All Depots and Branches of the National Drug & Chemical Co. of Canada, Limited.
Messrs Lymans Limited., Montreal.
Messrs Lyman Bros. & Co., Limited, Toronto.
Messrs Martin Bole & Wynne Company, Winnipeg.

WHOLESALE PRICES:

Less than one dozen	$2.30 per dozen	less 5%
One dozen	2.20 " "	
Six dozen	2.10 " "	

Prepared only by the proprietor, **THOMAS BEECHAM, ST. HELENS, ENGLAND.**

trained to do some special thing. The best special thing for you to train for is an efficient manager. That is a much higher position than a drug store proprietor. As soon as you get your certificate, and your folks, friends and relatives supply the necessary capital you can become a drug store proprietor, but you are not an efficient manager; far from it. On the other hand, if you train for an efficient manager, then you are at liberty to accept a position with some large syndicate, or go in business for yourself. If the latter, you are much better prepared than if you had trained just for a drug store proprietor instead of an efficient manager. It is easy for you to see, then, that you should train for an efficient manager, for that training equips you to manage a store for someone else or for yourself in the best possible way.

Your first duty, then, is to make a firm resolution that you will make of yourself the most efficient drug store manager that you can possibly make from the best stuff that's in you. This resolution must be made first, then you will be all the more determined to carry it out. Napoleon says, "A firm resolution can make realities out of possibilities." After the resolution you must prepare your plan, then work it as thoroughly as you can. Put all the vim and energy possible into your study. You will meet with many obstacles and discouragements, but you can conquer them if your determination doesn't waver. Each obstacle overcome increases your strength to tackle the next one. Emerson says, "The manly part is to do with might and main what you can do." You can become an efficient manager because you feel that you can, and you have made a resolution that you will.

The best means I know of for keeping up your inspiration, ambition and resolution is to read the biographies of famous men and to interview efficient managers. You will find that a fixed purpose and persistency to reach it characterizes the successful men. You must be persistent in both thought and action. The duties of an efficient manager are so important that it will require all the persistency you can muster to manage them. I have devoted a whole article (to appear later) to the scope of an efficient manager.

To sum up—to be a success in the drug business you must have a foundation and a fixed purpose. The foundation is education, the fixed purpose—an efficient manager. A good educational equipment makes your work and study more easy. The present tendency is towards practical education. You ought to provide yourself with all of it that you can get. Education of to-day prepares you for service in your life career and for service to your community, state and nation. A good education is a grand thing to own. You should never lose sight of your fixed purpose to be an efficient manager. Never relinquish your struggles to reach it. Regardless of what others have done or are doing, make the best of the stuff that is in you. Keep ever present in your thoughts and dreams these two things—education and efficient manager—your foundation and purpose.

MORE POWER TO TAKA-DIASTASE.

This is a tale of a "greater diastasic ferment." It has a commercial as well as news interest for retail druggists. The "story" is appearing in medical journals over the signature of Parke, Davis & Company.

"We have doubled the strength of Taka-Diastase.

"The foregoing is a simple statement of fact. Seven words are sufficient to express it. But back of these words are years of toil and study. Back of these words are hundreds of experiments—fruitless for the most part, but yielding in the end the long-sought secret.

"We gave Taka-Diastase to the world in 1895, and throughout the nineteen years that have since elapsed the product has been recognized by the medical profession as the most efficient agent in the treatment of amylaceous dyspepsia.

"Potent as it was at its inception, we have constantly sought to improve Taka-Diastase. Once before we enhanced its value fifty per cent. Now, by other improvements in the process of manufacture, we are again enabled to increase its liquefying power, this time multiplying its efficiency by two.

"Our improved Taka Diastase will liquefy three hundred times its weight of starch in ten minutes under proper conditions.

"In all of our Taka-Diastase preparations—liquid, powder, capsule, tablet—as well as in the several combinations with other agents (both capsule and tablet)—the high-potency product is now being used.

"We have not advanced the price."

This means business for the prescription department.

KENT-McCLAIN AGAIN.

Messrs. Lachapelle and Paquet, of Montreal, have opened a handsome store at the corner of Papineau and Gilford Sts. The interior fixtures are in quarter-cut oak with show cases of the all-glass construction, and were built by Kent-McClain Limited, (Toronto Show Case Co.) Toronto.

Mrs. Brown—"Is your husband a man of quiet tastes?"

Mrs. Jones—"You wouldn't think so if you heard him smack his lips at the table."

The "Sweet Babee" Nursing Bottle

Pat. May 3, 1910

The "Sweet Babee" Nursing Bottle is easily washed on inside and requires no funnel to fill. The nipple is made in one piece and will not collapse, may be turned inside out and is easily washed.

The "Sweet Babee" is of the right size and will fit all sterilizers Endorsed by doctors and nurses.

Bottles and Nipples	$2.50 per doz.
Extra Nipples only	1.50 per doz.
Extra Bottles only	1.00 per doz

These prices apply to the Sweet Babee and Noneck Bottles and Nipples.

The "Smico" Bottle Warmer

The "Smico" Bottle Warmer is an especially designed case provided with Aluminum Top, in which any style of Nursing Bottle and Nipple may be placed, for keeping milk warm or cold, as desired. It will keep hot milk hot or cold milk cold for several hours.

"Smico" Case is also a protection when traveling against breaking the nurser.

Price $2.50 per dozen.

The Noneck Nursing Bottle and Nipple

The Noneck Nursing Bottle is filled without a funnel and washed out on inside like a tumbler which make it hygienic in every respect. It is recommended by doctors and nurses. The nipple is reversible and without seams, which makes it easy to clean on the inside, and very hygienic.

MANUFACTURED ONLY BY

THE YANKEE CO., Utica, N.Y., U.S.A.

Canadian Agents: National Drug & Chemical Co.

Benger's Food is unique among foods in being self-digestive to any extent desired.

This self digestion is simply regulated by allowing the food to stand from 5 to 45 minutes at one stage of its preparation. The digestive process is stopped by boiling up.

BENGER'S Food

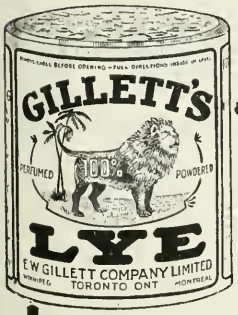
may be prescribed to suit the exact physical condition of the patient. It is unequalled when the digestive system is weakened through accident, pain or illness, and whenever a light sustaining diet has become a necessity.

A Physician's sample, with analysis and report, will be sent post free to any member of the Medical profession on application to—

BENGER'S FOOD, LTD., MANCHESTER, Eng.

or from their wholesale Agents in Canada:—The National Drug and Chemical Co., of Canada, Ltd., Montreal, or any of their branches at—

BENGER'S Food	Halifax, N.S.	Winnipeg, Man.	Vancouver, B.C.
	St. John, N.S.	Toronto, Ont	Victoria, B.C.
	London, Ont.	Hamilton, Ont.	Calgary, Alta.
	Nelson, B.C.	Ottawa, Ont.	Regina, Sask.



SATISFACTION

in the highest sense, to you as a druggist and to your customers, is obtained when you sell

GILLETT'S CAUSTIC SODA,
GILLETT'S LYE,
GILLETT'S CREAM TARTAR, ETC.

If your wholesale house will not supply you at list prices, send order to us, and we will ship goods direct.

Awarded Gold Medal Toronto Exposition.

E.W. GILLETT COMPANY LIMITED
WINNIPEG TORONTO, ONT. MONTREAL

"SPECIAL"

Notice to Drug Trade!

Dear Sirs,---

Please see that you have the latest "Pyralin Kut Kure" in your stock, something better than has been on the market before. It is essentially a Liquid Court Plaster of a very superior kind. It won't wash off. Can be had from all wholesale houses, or direct from us. To retail at 10c large tube. Order at once. Sample mailed on request.

The Arlington Co. of Canada, Ltd.
58 Fraser Ave. Toronto, Ont.

ANNUAL EXAMINATION OF THE ONTARIO COLLEGE OF PHARMACY, APRIL 29, 1914.

The regular annual examination of the Ontario College of Pharmacy will begin in the College building, St. James' Square, and Victoria Hall, Queen St. East, Toronto, Ontario, on Wednesday, the 29th day of April, 1914, at 9.30 a.m., and end Friday, the 8th day of May, 1914.

Intending candidates must apply to the Registrar, and pay the examination fee of Ten Dollars, ($10.00), not later than Thursday, the 16th April, 1914, and furnish written evidence of having served the full term of four years with a regularly qualified Pharmaceutical Chemist.

Application forms may be obtained from the Registrar.

Candidates having special subjects to pass will write at this examination.

PRACTICAL EXAMINATION.

Time Table.

Wednesday April 29th. 9.30 a.m.—Dispensing (Div. "A"), 1. p.m., Dispensing (Div. "B"). T. N. Sampson, examiner.

Thursday, April 30th, 9.30 a.m. — Practical Chemistry (Div. "A") ; 1 p.m.—Practical Chemistry (Div. "B"). R. D. Dymond, Phm. B., examiner.

Friday, May 1st, 9.30 a.m.—Practical Pharmacy (Div. "A") ; 1 p.m.—Practical Pharmacy, (Div. "B"). W. W. Gibson, examiner.

WRITTEN EXAMINATION.

Monday, May 4th, 9.30 a.m.—Botany. P. Bawden, examiner.

Tuesday, May 5th, 9.30 a.m.—Prescription. A. E. Drewery, Phm. B., examiner.

Wednesday, May 6th, 9.30 a.m.—Chemistry. M. R. McFarlane, Phm. B., examiner.

Thursday, May 7th, 9.30 a.m.—Materia Medica. L. S. Armitage, Phm. B., examiner.

Friday, May 8th, 9.30 a.m.—Pharmacy. W. Enouy, examiner.

Note.—Oral and Practical Examinations will be held at the College building, St. James' Square, Gerrard Street. Written examinations will be held at Victoria Hall, Queen St., East.

ORAL EXAMINATION.

Time Table.

Subjects—Botany, Chemistry, Materia Medica, Pharmacy and Prescriptions.

Monday, May 4th, at 2 o'clock p.m., Nos. 1 to 25.

Tuesday, May 5th, at 2 o'clock p.m., Nos 26 to 50.

Wednesday, May 6th, at 3 o'clock p.m., Nos. 51 to 75.

Thursday, May 7th, at 2 o'clock p.m., Nos. 76 to end.

All candidates must be on hand punctually at the hour.

The meeting of the Board of Examiners will be held on Monday, May 4th, at five o'clock p.m., at the College Building.

Henry M. Watters, Presiding Examiner ; W. B. Graham, Registrar.

NA-DRU-CO. REMEMBRANCE BOOK.

The National Drug and Chemical Co. have recently sent out to their customers a beautifully printed book. It contains fifty-six pages and cover, and is freely illustrated. It shows all the Na-Dru-Co. preparations that are put up by this firm ; and further, it tells what ingredients are contained in the articles.

It contains, in addition to a complete list of Na-Dru-Co. preparations, an alphabetical list of ordinary ailments, and the appropriate preparations as recommended by the Na-Dru-Co

All Na-Dru-Co. goods are sold on the money-back principle. If the customer is not satisfied and reports his dissatisfaction to the druggist, or the latter believes in the bona-fide of the application he is authorized to refund to the customer the price paid and charge them with the full amount, sending them a memo of the same, with the name and address of the customer, or they will remit to the customer the full retail price upon receipt of the memo.

OXIDIZED COPPER WASTE BASKETS.

The oxidized copper waste basket has three advantages. It is strong and will last a lifetime. The lower part is solid and will not allow loose papers to spread. It is fireproof. The oxidized copper waste basket is an addition to any office or desk, and sells readily to the better class trade. Stocked in two sizes by Buntin, Gillies Co., Limited, Hamilton and Montreal.

Give a blind beggar a dime and he may invest in an eye-opener.

Vitafer

A proteid tonic Food prepared in England.

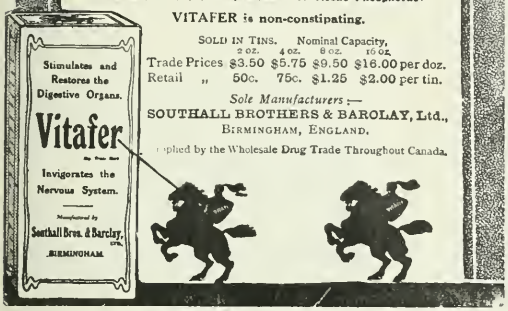
Composition.—The entire protein constituents of Milk (Casein and Lactalbumen) combined with—

Calcium Glycerophosphate ...	2·2 per cent.
Magnesium Glycerophosphate ...	2·2 „ „
Sodium Glycerophosphate ...	1·1 „ „

VITAFER—A source of Phosphorus capable of easy assimilation.

Phosphorus in the forms best adapted for the function of—
Nerve Nutrition.
Bone Formation. Replacement of Tissue Phosphorus.

VITAFER is non-constipating.



SOLD IN TINS.	2 oz.	4 oz.	8 oz.	16 oz.
Trade Prices	$3.50	$5.75	$9.50	$16.00 per doz.
Retail „	50c.	75c.	$1.25	$2.00 per tin.

Sole Manufacturers :—
SOUTHALL BROTHERS & BARCLAY, Ltd.,
BIRMINGHAM, ENGLAND.

Supplied by the Wholesale Drug Trade Throughout Canada.

BUSH'S FIRST QUALITY

India Rubber Teats
and
Comforters
Black or Transparent
CUT PRICES

Samples and Quotations on Application to

THE RICHARDS GLASS CO., Ltd
Toronto, - Canada
182 Adelaide St., West

SOLE AGENTS IN THE DOMINION
FOR
Henry W. Bush & Co., Ltd
MANUFACTURERS
London, - (Eng.)

Y & S STICK LICORICE

NOW PACKED
IN
INDIVIDUAL
5 cent BOXES

WE MAKE
EVERYTHING
IN
LICORICE

Lozenges, Pellets
Wafers,
Mass Licorice,
Powdered Extract
Etc., Etc.
FOR THE DRUG TRADE

Made Solely by

NATIONAL LICORICE COMPANY
MONTREAL

PHARMACY IN GREAT BRITAIN

The Progress of Pharmacy—The Sale of Poisons—The Reorganization of Pharmacy—Medical Electricity.

The improved conditions of pharmacy in Great Britain are reflected in the annual report of the Registrar of the Pharmaceutical Society which was presented at this week's Council meeting. The Register of pharmacists for 1913 contained fewer names than for 1912, and if the decrease had continued at the same rate the matter would have been very serious. The Register for 1914, however, includes 16,608 names, which is quite a considerable increase; as there is also a substantial increase in the number of registered apprentices, there is good promise that the number of registered pharmacists is not likely to decrease again, at any rate for some time to come, since these apprentices are all potential pharmacists. The number of members of the Pharmaceutical Society—which is nearly 8,000—is larger than it has ever been, the increase on the year being about 250. Another interesting feature of the annual report is the large increase in the number of registered superintendents of limited companies trading as chemists. When the Insurance Act came into operation a large crop of new companies was formed for the purpose of participating in the profits from insurance dispensing. There are now over six hundred such companies, some of which have many branch stores, although the bulk of them are single store concerns.

* * * * *

Some idea of the work involved in checking the irregular sale of poisons can be obtained from the annual report of the Registrar of the Pharmaceutical Society which was presented at this month's Council meeting. It is the duty of the Pharmaceutical Society to administer the penal clauses of the various Acts restricting the sale of poisonous substances, and last year 1619 cases of alleged infringement were investigated, the number of complaints being very considerably above the average. It was found necessary to institute legal proceedings in 306 cases, and in no instance was the Society unsuccessful. The offence in the majority of cases consisted of the selling of poisons by unqualified persons, and the penalty inflicted in each case was £25. In some instances the offence was that of selling poisons in packages improperly labelled, and in others the use of the title "chemist" by persons who have not passed the qualifying examinations and whose names do not appear on the Register. Unqualified proprietors of drug stores and limited companies trading as chemists and druggists constituted the defendants in the majority of cases, but it was also found necessary to take proceedings against chemists and their assistants, and against one of each of the following shopkeepers—ironmonger, grocer, pawnbroker, oilman, stationer, confectioner and general storekeeper. The sale of poisons by a miscellany of traders renders the work of the Society in supervising the sale of poisons more difficult. It was stated in course of the hearing of one of the cases taken by the Pharmaceutical Society that in one town in the Midlands it was quite common practice among publicans and tobacconists to sell cocaine snuff. A curious practice which the Society is endeavoring to put a stop to is that of the sale by unqualified dealers of compounds which should contain a poisonous ingredient from which the poison has been omitted, for instance, it is not an uncommon experience for the inspector of the Society to be sold an article labelled "paregoric" (a popular remedy for coughs which should contain opium) from which opium, the main ingredient, has been left out. The Society cannot take proceedings under the Pharmacy Acts, and therefore issue summonses under the Merchandise Marks Act. Five such cases were taken last year. The practice is a dangerous one, since a person to whom the spurious article is sold will on finding that it does not produce the desired effect increase the dose, and when the genuine preparation is obtained on another occasion the increased dose might produce unfortunate consequences.

* * * * *

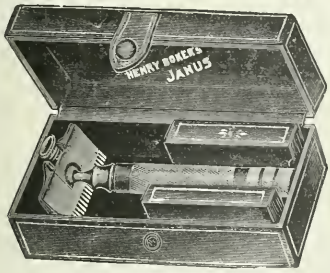
A year's experience of the working of the Insurance Act has demonstrated the necessity of making considerable changes in pharmaceutical organization, and for some time past, as I have mentioned in previous letters, local chemists associations have been considering what scheme of re-organization would be the best to meet the changed conditions. Delegates from these associations recently met the Council of the Pharmaceutical Society, and after a prolonged private conference adopted a scheme by which practically all the chemists' associations throughout the country will become federated. There will be a committee, to be called the Pharmaceutical General Committee on Insurance, consisting of seventeen members, as follows—The President and Secretary of the Pharmaceutical Society, six members of the Council of the Pharmaceutical Society, to be appointed by the Council, seven panel chemists, to be elected by delegates from local associations, two persons, to

TANGLEFOOT

The Sanitary Fly Destroyer---Non-Poisonous

Gets 50,000,000,000 flies a year--vastly more than all other means combined. Poisons are dangerous

The Newest and Best Safety Razor



Henry Boker's "Janus"

Triple Silver-Plated Holders and Twelve Double-Edged Blades. These Blades can be stropped, which makes them last indefinitely. The "Janus" is the most wonderful little instrument ever devised for taking the beard off the face. A single movement releases or inserts the Blade. The holder is in one piece. There are no parts to adjust—nothing to learn. It is simplest in construction, easiest to clean. Once the blade is inserted in the holder, it is absolutely rigid There is no vibration. No shaving instrument ever devised approaches it in any particular. The steel used in "Janus" Blades is made by Boker's process, which is known the world over as the very best. We guarantee this Safety Razor to shave to perfection.

McGILL CUTLERY CO. Reg'd, New P.O. Box 580, Montreal

THE FINE PRODUCTS OF
BURROUGHS WELLCOME & CO.

TRADE MARK 'TABLOID' TRADE MARK 'ENULE'
TRADE MARK 'SOLOID' TRADE MARK 'VAPOROLE'
TRADE MARK 'KEPLER' TRADE MARK 'ELIXOID'
TRADE MARK 'HAZELINE' TRADE MARK 'VALULE'
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The Products bearing these Trade Marks are issued by

BURROUGHS WELLCOME & CO., LONDON (ENG.)
MONTREAL: 101-109, CORISTINE BUILDING
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35, 37 & 39, WEST THIRTY-THIRD STREET
SYDNEY CAPE TOWN MILAN SHANGHAI
BUENOS AIRES BOMBAY

The sale of articles of other manufacture when these Brands are specified in ordering is an infringement and unlawful.

Full stocks are held at the Firm's Houses and the following Depots:—

TORONTO, ONT.: W. J. A. & H. Carnahan; Drug Trading Co.—LONDON, ONT.: Cairncross & Lawrence—WINNIPEG, MAN.: R. A. Gillespie—VANCOUVER, B.C.: J. A. Tepoorten & Co.—CALGARY, ALBERTA: James Findlay Drug Co.

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MEGGESON'S
ENGLISH CONFECTIONERY

MANUFACTURERS OF

MEGGESON'S ANTISEPTIC THROAT PASTILLES

Prescribed by eminent physicians all over the world.

REPRESENTATIVES FOR CANADA

HAROLD F. RITCHIE & CO., Ltd.

10, 12 and 14 McCaul Street, Toronto.

be appointed by limited companies conducting the business of chemists. Over fifty counties and sixty county boroughs sent delegates to the Conference, which was perhaps one of the most important events that has taken place since the establishment of the Pharmaceutical Society over seventy years ago. The Society's Council has always been in fairly close touch with the local associations, but there has never been anything like such an alliance as that which is effected by the new scheme. Some changes in the local associations themselves will be necessary, as the Conference decided that in future the associations areas should be coterminous with the areas of local insurance committees. Periodical conferences of delegates will be held and will decide the main principles to be followed by the Pharmaceutical General Committee on Insurance. It is anticipated that some of the difficulties arising out of the pharmaceutical service under the Insurance Act will be removed as a result of the working of the new system, and that the interests of pharmacists will be better protected.

* * * * *

The Pharmaceutical Society has inaugurated a series of lectures on the application of electricity in medical and surgical treatment which are now being delivered in the Society's lecture theatre. Electricity as a remedial agent is growing considerably in favor, and in the opinion of the Council it is desirable that pharmacists should familiarize themselves with this class of work, so that they may be in a position to advise the medical practitioners in the choice of apparatus and its use. Many pharmacists are anxious to make themselves competent to instruct doctors how to obtain and apply the various currents required for electro-medical application, and there are others who desire to equip a department of their own to which the local doctors could bring their patients and themselves apply the treatment with the aid of the pharmacist as a mechanical expert. The lectures are being well attended, and are of a very instructive character, being illustrated by all the apparatus required in the various applications. There can be no doubt that this sort of thing is more suitable for pharmacists than many of the "side lines" they have to take up.

* * * * *

The Shops Act is proving something of a nuisance to pharmacists, and since I last wrote several members of the craft have been proceeded against and fined for selling such things as carbolic tooth powder and perfume on the half day on which the pharmacy is supposed to be closed except for the purpose of the sale of medicines. It was argued in one of the cases that carbolic tooth powder is a medicine, since it destroys germs in the mouth, but the magistrates would not accept this as a good defence.

The drug market has distinctly improved during the last week or two. The article which has attracted most interest is Menthol, which after suffering a rapid decline in value, began to move upwards again, the market has quieted down again now, but prices remain firm for the present. Santonin has again been advanced in price, making the second advance since the beginning of the year, the price being something like twenty-five times the figure at which it could be bought at one time. Quinine is firm and a further advance may be notified before long. Cocaine is flat and lower, but notwithstanding the low price, buyers are not anxious to replenish their stocks. So far reports from Norway with regard to the new seasons' fishing are not of a very definite character, and insufficient as yet to form the basis of an estimate of the possible results. There were rumors that bromides were likely to be advanced, and a good business was done, but the demand has now fallen off again. Opium is practically unchanged. Essence of lemon continues its downward tendency in value.

MEASURING LIQUID BY DROPS.

The unscientific procedure of measuring liquid by drops, says Era, has received a little more exactness by the introduction of the so-called "normal" dropping-bottles, but a great deal of uncertainty inheres in their operation. Beckers shows that the drops must fall absolutely vertically and perpendicularly from the mouth of a dropper. The weight of the drops depends not only on the size of the drops and the specific gravity of the liquid, but also on the size of the opening. (By "size of opening" we should understand that outside diameter of the tip, and not the diameter of the orifice itself. This distinction is generally lost sight of in the discussion of dropping-bottles. Abstractor.) The number of drops is in inverse ratio to the size of the opening, while the size of the drops varies directly with the size of the opening. Often the tips of the normal dropping-bottles are carelessly ground, so that drops tend to run along the neck before detaching themselves. The number of drops which go to make up a certain weight also varies according as the bottle is full, half-full or nearly empty. It is therefore proposed to prescribe and dispense all powerful remedies by weight, in pill or powder form, and not by drops.

KENT-McCLAIN AGAIN.

Mr. W. H. Lee in selecting new cases for his Wellesley St. store has chosen the beautiful "Minton" design made by Kent-McClain, Limited (Toronto Show Case Co.) Toronto.

Secure the Exclusive Agency for

Willard's Chocolates

In Your Town

Found in the most exclusive company

Willard's Forkdipt Chocolates

In the "Blue Book" of aristocratic confections Willards take precedence. There is no time, no place, no occasion in which Willards are not *au fait*. Dainty and tempting in appearance, exquisite in flavor, of many new and delicious combinations in fruits and nuts, Willards offer something distinctively different - and better - in the way of fine chocolates.

X **IMPORTANT**

We will send a pound sample box to any druggist in Canada who wishes to test the merit of the Willard Fork dipt line.

PLEASE CUT out and ENCLOSE with letter

Willard's Chocolates Limited

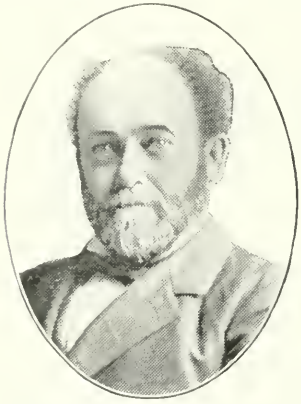
Corner Grange and Spadina Avenues — Toronto

FINAL TRIBUTE TO DR. R. V. PIERCE.

Many Physicians and Business Men Attend Services at Family House.

The funeral of the late Dr. Ray Vaughn Pierce, who died in Florida on Wednesday, February 14th, took place from the family home, 653 Main Street, Buffalo. The spacious residence was crowded with physicians and business associates, and many of Buffalo's representative men, gathered to pay final tribute to a citizen whom Buffalo knew well and respected greatly.

The Rev. John K. Mason, of Waltham, Mass., formerly pastor of the Church of the Messiah, Universalist, of which Dr. Pierce long was a member, officiated at the funeral. His sermon, brief but eloquent, in recollections of his old personal friend and associate in the church, was a fitting tribute to Dr. Pierce.



THE LATE DR. R. V. PIERCE.

Serving as honorary bearers were George B. Hayes, Edward H. Butler, Charles E. Clark, Norris Morey, Howard H. Baker, George E. Laverack, Edwin Fleming, George Bleistein, Col. D.S. Alexander, Hardin L. Littell, John Bedford, Ottomar Reinecke and Andrew Langdon.

The active bearers included Harry Gerhoefer, Gideon Martin, George J. Karbach, Charles G. Heger, Frank Baldwin, Charles Rice, Wm. Gerhoefer and Charles Johnston.

The remains of Dr. Pierce were conveyed from the old home to the Buffalo crematory, where they were cremated. There the services were in charge of Washington Lodge 240, F. & A.M., of which Dr. Pierce long had been a member. Edward Penfold, master of the lodge, conducted the service, assisted by other officers and dignitaries of the Masonic lodge.

As a boy Dr. Pierce was both studious and energetic and difficulties did not dismay him, qualities which characterized him all through his long and successful career. He got what education he could from the facilities at hand and then went to Cincinnati and later to Philadelphia to equip himself for the practice of medicine. When he was 21 years old he opened an office in Hydetown, Crawford County, Pennsylvania, where he practiced for two years. He then moved to Titusville, nearby, where he practiced for three years.

The commercial possibilities of medicine, in the meantime, had appealed to the young physician, and he evidently had that in mind when in 1866 he moved to Buffalo and opened an office on Main St. in the old Arcade, where Faxon, William & Faxon are now located. His business increasing, he moved after two or three years to 138 Seneca street which afterward became part of the site of the Breezel hotel. There he remained for two years and then established the commercial end of his still growing business at Seneca street and the Terrace.

Dr. Pierce had become widely known at that time and was viewed as one of the most prosperous and progressive citizens of Buffalo. In 1877 he began the construction of the Palace hotel on Prospect avenue between Porter avenue and Connecticut street, facing Prospect Park, an institution that was one of the finest of its kind in that day and that became famous during the few years that it remained standing. At that same time Dr. Pierce was elected to the State Senate in which he served during the winters of 1877 and 1878. While a member of the Senate, he resigned to accept a nomination and election to Republican ticket to Congress.

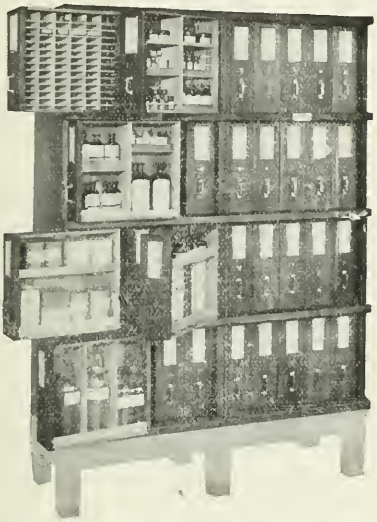
Dr. Pierce was well equipped for the public service, and it is believed that had he been willing to sacrifice his profession and his business he might have had a long and notable public career. He early joined the new Republican party, believing thoroughly in its principles, and became a power in the councils of that party. His fine mind, his democratic qualities and his fondness for the society of his fellow men made him a favorite at Washington, and he became the intimate associate of such distinguished men as General Grant, then President, General Sherman and Roscoe Conkling, General Garfield and Chester A. Arthur.

"When I married you," said Mrs. Nagers, "I thought to reform you."

"Yes," answered the husband, "and like a number of reformers you seized the first opportunity to become a boss."

"The doctor said he would put me on my feet again in two weeks." "Well, didn't he do it?" "Yes, he certainly did. I had to sell my bicycle to pay his bill."

LOCATE YOUR STOCK INSTANTLY!



Name and Description of Every Article Listed in Our Special Loose Leaf Binder— Arranged Aphabetically.

WE DO THE WORK.

Schwartz Sectional System Wall Cabinets and Prescription Cases condense your stock—give you more space to DISPLAY saleable side lines, for quick sales—save time in locating forgotten articles, thus preventing loss of desirable sales—give the new clerk as accurate knowledge of your stock as your most experienced prescription clerk—increase the efficiency of your business through quicker service to cash customers.

We make a complete inventory of your stock—listed alphabetically, in leather binder. Satisfied customers in nearly every city. Write for names.

ASK FOR BOOKLET C. WRITE TO-DAY.

Elastic vertical sections (two shown herewith) guaranteed to fit any space in your store. Give us a rough pencil layout of your interior and let us show you how to condense your stock two-thirds. No obligations attached.

PATENTED JANUARY 11, 1910. BEWARE OF IMITATORS.

SCHWARTZ SECTIONAL SYSTEM

INDIANAPOLIS DRUG CABINET CO. - - - - INDIANAPOLIS, U.S.A.

N.A.-DRU-CO TRADE N D & C Co MARK

FLUID EXTRACTS

Are the safest and surest form of medication, providing they are properly made. The active principle of the drug employed can be more accurately and definitely secured and retained in Fluid Extracts than in tincture, pill, infusion or any other form. But the important thing is quality of material and accuracy in manufacture.

The **National Pharmaceutical Laboratories** have earned the right to claim pre-eminence in the preparation of Fluid Extracts.

No other line of products are as dependable as

NATIONAL FLUID EXTRACTS

Physicians who depend on Ergot, Digitalis, Nux Vomica or any other parent drug can with the utmost confidence rely on the National Fluid Extract of these drugs.

The unfailing response of

National Fluid Extract of Ergot
National Fluid Extract of Nux Vomica **National Fluid Extract of Digitalis**

in the hands of careful physicians all over Canada is a guarantee that the whole line of **National Fluid Extracts** are equally trustworthy.

NATIONAL DRUG & CHEMICAL CO., of Canada Limited

Central Pharmaceutical Laboratories, MONTREAL.

SUGGESTIONS FOR STORE ADVERTISING

Here are a few suggestions from a Winnipeg druggist which have proved successful. In speaking of store advertising he says, "I find, after a good many years' experience, that the first thing to do is to study your customers. Get right next to them and gain confidence. Make them feel comfortable and quite at home when they enter your store. The tendency to-day is to ask what they want, to serve it, and let them get out. But," says the druggist, "believe me, this is not the right way. Here is a sign I used for some weeks during last summer

TAKE A SEAT

It costs nothing, and one needs all the rest possible during this hot weather.

ICE CREAM 5c and 10c.

A sign such as this would appear to some people foolish, but in the course of a week I found the customers walking straight to the tables, on which were placed a few flowers, and sometimes quite unconsciously order an ice cream. Whilst engaged with the ice cream one usually looks around, and thinks if there is not something else that he or she needs, and the result is that nine cases out of ten a further purchase is made. But the whole idea of this is to let the customer get seated, and interested in the ice cream or some summer drink, during which time you are making up the order, and in the meantime there is ample time to think of other things. Here is another suggestion which brought more sales than anything I have ever tried :

A BLUNT RAZOR

Nothing makes a man more ill-tempered than a Blunt Razor. These strops will cure the man's temper.

Reg. price 75c. During July, 50c.

This seemed to appeal to the ladies, some of whom had no doubt had an experience. I took down the sign at the end of the month, and was surprised to get several inquiries regarding the razor strops which had been on sale. I put up the card again, and there it remained until the third week in August, until I began to think I should have to launch out in the leather business.

The last one I tried was with the Xmas Doll Competition. The competition was like most doll competitions, with this exception. I had a large window card printed, as follows :

I WOULD LIKE

MABEL

To have that Doll.
If you spend 25c you get 4 tickets towards the doll.

Alongside the window card stood the handsome doll. Each day I changed the girl's name. The panel where the name appears was cut out, so that a different piece of card, bearing a different name, could be inserted each day. The result was that it appealed very strongly to mothers who happened to have girls bearing the name which appeared on the card. They bought goods ; bought more goods, and so on.

These are only a few of the many suggestions which I have tried with great success."

THE HOOPER CO. DRUG STORE, TORONTO.

WE HAVE THE PROOFS

LETTERS and testimonials are daily pouring into our office from physicians who have made test cases of Sanol preparations with marvelous results. Not only do they **cure,** but it **pays** to handle them.

Sanol Kidney Cure

WILL CURE Gall Stones, Kidney and Bladder Stones, Gravel, and will check Bright's Disease. Costs $12.00 per dozen.

Retails at $1.50 per Bottle.

Sanol Anti Diabetes

WILL CURE Diabetes — has cured 5,000 cases during past two years. Costs $16.00 per dozen.

Retails at $2.00 per Bottle.

Sanol Blood Builder

WILL CURE Anæmia and rebuild your blood. Great medicine for tired, worn-out women. Costs $8.00 per dozen.

Retails at $1.00 per Bottle.

Sanol Blood Salt

WILL CURE Indigestion, Constipation, etc., etc. Costs $3.00 per dozen.

Retails at 50c per Bottle.

The SANOL MFG. CO. of Canada, Ltd.

Winnipeg, Canada

Business Honor Compels Success

The Conscientious Druggist **always** supplies the **genuine**

Antiphlogistine
TRADE MARK

when called for.

5% Discount on orders of $12. or more—through your jobber

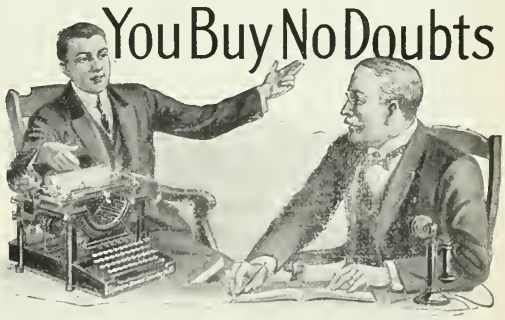
"There's only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.
NEW YORK, U. S. A.

The Original and Only Genuine

BEWARE OF IMITATIONS SOLD ON THE MERITS OF

MINARD'S LINIMENT



when you buy a

Remington Typewriter

It is not a question of your judgment only, or of ours; when you buy a Remington you are backed by the judgment of *over three-quarters of a million Remington users.* There is no other army of typewriter users like it. The collective voice of the typewriter using world says "Remington."

You are backed in your judgment by Remington sales of *a machine a minute*—the high water mark of typewriter production—unanswerable evidence of Remington progress and Remington leadership.

When you buy a Remington you *know* what you are getting.

Write to us for our latest illustrated booklet describing all the new improvements of our 10 and 11 visible models

Remington Typewriter Company Ltd.
144 Bay Street - - - Toronto, Ontario

TOBACCO AND CIGARS AS SIDE LINES

"It is not because of the tremendous profit made on tobaccos and cigars that I keep them in stock; it is because they are very little trouble to serve; no wrapping, and there is a small margin of profit." These are the words of a proprietor of a well known drug store in Toronto. He went on further to say that there is only 25c. profit on each box of cigars in most cases, which means that quite a number of boxes have to be sold to make it worth handling.

Another druggist says that his cigars are the best side line he has. He has adopted the plan of placing a very neat card at the one end of the counter which reads: "A NICE CIGAR, 10c." In this way the druggist claims that he sells far more cigars, and he is getting 10c. each instead of 1 for 25c. "The idea is," he says, "to attract the customer's attention with something for 10c. The amount is small, and I find, after a very careful study, that four out of six people who notice the sign, buy a cigar. Now, look at it in the other way; supposing the card read, 'NICE CIGARS, 4 FOR 25c.' The probability is that the majority of the customers do not wish to spend 25c. They just need one cigar to use right away. In fact they do not actually need it—they would never have bought it had it not been for the display card, and the fact that they happen to have some small change out of their first purchase.

"What about the man who intends spending 25c. and happens to see your card there only spends 10c.," says the visitor. The druggist answered, "Believe me, when a man comes in for cigars it is up to me to sell all I can, and not let him get out with one. It is the customer who does not come in for cigars, but for something else, and is induced through an attractive card to spend 10c. out of which I make a good margin of profit."

A NEAT WINDOW—PERFUMES, CHOCOLATES AND CAMERAS.

SELLING PIPES.

"Do you keep pipes?" was a question recently put to a drug clerk. This is quite a natural question to ask, but don't you think if the druggist in question had properly displayed his pipes, the question would have been unnecessary. If you keep your pipes, tobaccos, cigarettes, or for that matter, any other side line, away at the other end of the store, or up in some dark corner, you may as well put them in the basement. This applies more particularly to side lines such as mentioned above. Everybody knows that the druggist keeps pills, Epsom salts, vaseline, and so on. There is no need to make a display of these; but it is not every druggist that keeps pipes, and that is the reason that they should be properly displayed.

There are a hundred ways of displaying pipes in the drug store, and perhaps the most popular is to place a whole consignment of pipes in the window, all sorts and sizes, with a display card something after this style: "ANY PIPE IN THIS WINDOW 25c." This, avows an old experienced druggist, is a mistake. The first thing a customer does is to turn the pipes over and over and find one, if possible, without any "fills" in it. It happens so often, and no doubt many of you have noticed it, that all the bad ones seem to accumulate on top, and very often the customer goes away disgusted. "In my estimation," says the druggist, "the better way is to pick out all the good ones, that is, those pipes not having any "fills,' or, if they have, are of such a nature that they cannot be detected by the average man. After separating them, put your prices on thus: 'GOOD BRIAR PIPES, 30c.'; on the other 'TAKE YOUR CHOICE, 25c.' When the customer turns over three or four of these pipes and finds them without a flaw, it is then only a matter of choosing what shape he wants. He has made up his mind to buy. Another customer goes direct to the 25c. pile, and turns them over; he may perhaps find one to suit him; if not he immediately turns to the 30c. lot, where he is sure to find something to suit him. This sounds logical—try it.

WE HAVE BUILT UP A REPUTATION ON COCOA !

COCOA is one of the biggest sellers at your Fountain ; hence we have spared no pains to furnish in our "TRUE FRUIT" COCOA, a blend that will give you the most perfect results in Soda, Sundæs, milk and egg drinks, and hot chocolate.

Your COCOA requirements have been a life-long study with us. The increase in our Cocoa sales from year to year and the SUCCESS of dealers who use "TRUE FRUIT" COCOA exclusively, prove that our efforts have not been in vain.

"TRUE FRUIT" COCOA is distinctively a Fountain product. It cannot be equalled for that purpose.

It is rich and mellow in flavor, dark in color and entirely free from an excess of cocoa fat or unsightly specks.

You Can Build up a Reputation

for serving the richest and most delicious Chocolate Sodas and Sundæs in town if you use "TRUE FRUIT." Costs no more than ordinary Cocoa. Will stand more dilution ; is the most economical kind you can buy.

Let us send you a sample of either the Powder or Syrup - just to **prove** our claim.

We recommend the prepared Syrup as it is more convenient and is always **absolutely uniform.**

That's the difficulty in making your own Cocoa Syrup, no matter how careful you are. One poor batch may mean the loss of several customers. Can you afford to take chances with so important an item as COCOA ?

"TRUE FRUIT" COCOA is BEST for your Fountain. Try it!

J. Hungerford Smith Co., Limited

Mfrs. "TRUE FRUIT" Soda Fountain Requisites

Toronto, Ontario

TIMELY TOPICS.

By Dr. H. M. Whelpley St. Louis.

Drug Growing.—Missouri is the home of some drugs that are much in demand and have become scarce and high priced. The growing of such drugs is profitable, and should also prove interesting to pharmacists. The government experiments and those made by manufacturing firms and individuals have proven that a number of our indigenous drugs can be successfully cultivated. Are any members of the Mo. Ph. A. taking advantage of these opportunities?

Reciprocal Registration.—Some pharmacists imagine that this plan is for the purpose of encouraging collections of state registration certificates. Those who start out to make such a collection find that their hobby horse is short lived. Reciprocity enables a competent pharmacist who is registered by examination in one state to register without an examination in another state where he desires to locate. Such registration is expensive but less so than it would be to make a trip for a board examination. It also saves the wear and tear on the nervous system of an examination.

The A. Ph. A.—This organization, now sixty-one years old, is known as the great clearing house in pharmacy. Every reputable person in any way interested in pharmacy is eligible for membership. On its roll you find the best and only the best pharmacists of the country. If by mistake someone joins who does not fit into the class he feels ill at ease and soon drops out. Thus, like a running stream of water, the A. Ph. A. purifies itself. I am pleased to say that Missouri is largely and well represented in the A. Ph. A. but a few more members of the Mo. Ph. A. should be complimented by an invitation to join the honorable body.

The U. S. P. IX.—We are now using the U.S.P. VIII which is frequently called the pharmacopoeia of 1900 because it was the result of a revision of the U.S.P. VII by a committee elected at the decennial convention of 1900. A corresponding committee, named in May, 1910, has since been at work on the U.S.P. IX which will not be ready before some time in 1914, and should not be referred to as the Pharmacopoeia of 1910. The work of revision is progressing satisfactorily but not rapidly. There is no occasion for haste, even though the pharmacists of the world are curious to see the "New Pharmacopoeia." The U.S.P. VIII is still useful and the legal authority.

Pharmaceutical Prerequisite.—By this term is understood the requirements of graduation from a recognized school of pharmacy before state examination for registration. The practice is a matter of law in a few states and is under discussion in several states. The Missouri law grants registration without examination to certain college graduates, so a "prerequisite" would mean a radical change in this state, that is, from registering College graduates without examination to a requirement of college graduation and examination of all candidates for registration. Such a law will become general in pharmacy, sooner or later, the same as it is in medicine. The Mo. Ph. A. has never discussed the question. It is a timely topic.

Missouri Pharmacists Should be Up-to-Date.—It goes without saying that pharmacists should be up-to-date in pharmacy. No matter what the calling, those who follow it must be up-to-date in the specialty of occupation or fail to be worthy of recognition as competent workers in the vocation. This is particularly true of pharmacy. On this occasion I distinguish between up-to-date pharmacists and pharmacists who are "up to date." The latter are not only up to date in pharmacy but are up-to-date readers and thinkers. They know what is going on in the world. They read Current Literature, the Review of Reviews and perhaps World's Work. They take or borrow from a physician a good medical periodical, such as the Journal of the American Medical Association. A pharmacist who is up to date takes a broad view of affairs and is a good citizen as well as a pharmacist.

What Will the Outcome Be?—The modern pharmacy has a prescription department, but in business importance it is lost among the other features of the establishment. Someone in the store must be legally qualified to fill prescriptions, but the proprietor finds his greatest difficulty in securing good salesmen for package goods, expert soda fountain clerks and desirable cigar men. Will this condition continue until the prescription case is crushed under the load of other departments? If so, will the dispensing feature of pharmacy cease to be and the physician do what little work of this kind that is necessary? Or will a line of cleavage appear and a limited number of prescription stores maintain themselves? The successful prescription stores in physicians' office buildings suggests the cleavage process. Have you ever noticed how happy, contented and enthusiastic are the pharmacists in the exclusive prescription stores? To them life is worth the living. As a picture of discontent, imagine the picture of the late Dr. Charles O. Curtman in a modern up-to-date drug store. He gave up pharmacy half a century ago because of the tendency towards "notion goods" at that time. Pharmacy has since had and lost the fancy and notion goods trade and is now taking up the substantial ham and egg trade. But why not? Ova testa, ova albumen and ova vitellus were once official.

Preliminary Education.—It has not been long

* Read at the Mo. Ph. A. 1913 Meeting.

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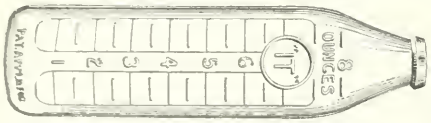

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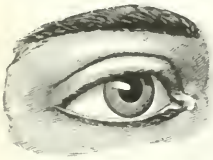

DRUGGISTS

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since Thomas Jefferson founded our free school system and paved the way for children to gain an education preliminary to their life work. The time is still shorter since it became necessary for pharmacists to give evidence of a general rudimentary education before legal recognition as competent pharmacists. In Missouri the date is very recent. Since July, 1912, the Board of Pharmacy has required evidence of one year high school work or its educational equivalent of all candidates for registration. It now behooves pharmacists to accept as apprentices only such boys and girls as can meet this standard. Clerks already at work who are deficient should take up night school work or study under private tutors until ready to qualify. The pharmacist who engages an apprentice who does have one year high school education or its educational equivalent, does the apprentice, himself, and pharmacy an injustice.

I know it is claimed, and with some show of justice, that much of the work in large downtown stores does not demand nor pay for such an education. Then let the soda fountain, cigar case and lunch counter be served by persons who understand that they are not drug clerks, pharmacy apprentices nor candidates for registration. Some stores have porters, errand boys and scrub women, but they are not on the high road to "Registered Pharmacist."

Historical Pharmacy.—An interest in historical matters is one of the first indications of culture. It requires a true historical instinct to make people take an interest in matters aside from their present value or prospective use. The A. Ph. A. has maintained a Historical Section for some years, but Missouri has contributed but little to it. Who will trace pharmacy from the first drug store in the state down to the present? While such a historian is being found let each one write something of the Missouri pharmacy most familiar to him. We should all preserve for the A. Ph. A. archives, letters, circulars, photographs, etc., pertaining to pharmacy.

Why not create the office of historian so that it will be the official duty of someone to place the pharmacy of the state on the historical map? Each year priceless historical matter is destroyed. Dr. H. M. Pettit had correspondence and material relating to pharmacy from the beginning of the civil war. What will become of it? When you pass away will the historical matter among your effects go to the fire, A. Ph. A. historical archives, or the junk dealers? The Missouri Historical Society is now at home in a $5,000,000 fire-proof building, the Jefferson Memorial, at St. Louis. I do not know of a retail pharmacist who is a member nor have I found any material in the archives relating to Missouri pharmacy.

The "Unusual" but "Likely"

As found in the "Things Different," collected by the Sutcliffe Co. for immediate, general and Holiday Selling.

They smack with crispness—with wordings that leave a good taste in the mouth—and a worthy thought in the head—or possibly a bit of humor that's refreshing.

Unusual, yes. Comments that are unusual even to the sutcliffe line, have been so generously expressed that we feel "Re-paid" for our time and work, in the accumulating of these WORTHY "Things Different"

Hours of good solid entertainment in this aggregation of "*Likely Things*," coralled for your benefit and for ours—and the Exclusive Sale of which we have for Canada. No misfitting prices—but profitable "fit-in" Canadian prices in tidy items—carefully priced.

Prices. We find many merchants that have gathered the impression that "Things Different," tidy, unusual "Likely Things," and Exclusive, must be high priced—not so, this is where the pleasure starts in the liberal range of nifty things to retail at 5c, a range that will astonish you, then 10c, 15c, 25c and up to 50c and a dollar—offering great scope in selection. 5c items with a display of Brains upon them that will get you interest straight away.

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Our post cards will "right" themselves in any good store—and convince you that self made $ $ $ $ are as readily made in the Post Card business today as they ever were.

But the public demand cards that save a letter, that fit an occasion, that hit up a rare bit of humor or that have some horse sense or rare beauty. Post Cards sell themselves—and 5c Post Cards count up bigger sales than the less expensive—but we have "Brainy" Postals at 2 for 5, also some to cost $6.00 a thousand that we often find put where $12.50 ones usually go.

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Editorial.

PARCEL POST.

During the past month a partial introduction of parcel post has taken place in Canada, the final outcome of which will be a similar public utility to the United States parcel post, which has proved so successful.

For three months we are to have modified service. The weight will be limited to six pounds during that period, and various provisions, such as insurance of parcel contents, will not come into effect until after the introductory period.

The gradual bringing in of the system will, no doubt, prove a wise policy from a departmental point of view. It is probable that the Postmaster General realizes that his widespread staff of employees are as much in need of education in the working of the new system, as are the general public in its use.

In consideration of the final outcome of parcel post we must pass over this initial period, grant that it brings about a general familiarity with provisions and conditions, and that on May 1st next, the Post Office Department will be quite ready to do its share toward making the completed scheme a practical benefit to every citizen of the Dominion. Under these conditions what will parcel post mean to us?

It will mean that every post office in Canada will be a receiving and distributing station for practically every article of merchandise of reasonable bulk weighing up to eleven pounds. The exceptions to this rule only emphasize the widespread utility of the service.

It will be a matter of interesting study to commercial travelers and wholesale merchants to learn wherein this service may be of service to them. It should lead to an important development of business by means of catalogue. In this way it may give the smaller merchant, working on limited capital, an equal chance with one whose means enable him to carry a wide variety of stock.

This point should be made the most of by both wholesalers and retail merchants. It may mean the establishment of mail order departments in many wholesales; it will surely mean an active educational and advertising campaign on the part of the travelers.

Some of the minor provisions of the new law are of interest. Parcels when re-directed are chargeable with an equal amount of postage to what they started with, unless the new address is within the delivery of the same post office. A parcel may contain invoices and accounts, and also necessary direction for the treatment or handling of articles contained in the parcel. There are lengthy regulations regarding liquids, oils and fatty substances. These should be studied by druggists sending such articles. Directions for the return of parcels to the sender when undelivered are permitted, but return postage equal to the original amount must be paid. After a parcel had been delivered to the person to whom it is addressed, it cannot be returned unless re-posted by the receiver and is subject to full postage. This rule may meet with some evasion by mean people. If only one cent postage is prepaid, the parcel will be forwarded subject to a double rate on delivery for the amount of unpaid postage. Imagine yourself getting a ten pound brick from some joke fiend in British Columbia with one cent postage paid on it and $2.62 to pay.

Any legitimate means of facilitating business throughout the country must of necessity meet with the endorsation of commercial men. It may not offer any inducements for carload lots, but parcel post will surely advance that end of the business which calls for quick delivery of sorting orders. Wisely used, it should save many a customer to his home merchant, and thus offset any advantage it may seem to hold for the big departmental stores with their expensive newspaper advertising. It is up to the druggist to make the most of this parcel post business.

The question has been asked, "Is the new parcels post arrangement, which came into force on February 10th, going to be advantageous or otherwise to the retail druggists?" Quite a number of druggists seem to think that it will be especially beneficial to the big department stores and wholesale houses, which no doubt is true to a certain extent. The large department store with a turnover of $200,000 a year will necessarily derive more benefit than a small retail drug store, but at the same time there is no reason why many small druggists cannot at least reap some benefit. What about the thousands of orders sent out to the suburbs of every town and city,—to the country, where so many doctors' prescriptions and veterinary sup

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flies are sent? Surely there will be some gain for the druggist in these cases.

The next time the farmer calls in your store don't forget to tell him, in case he is tied for time, that you can mail his goods for him, and you will be glad to send any other orders on if he will just drop a post card. He will be so pleased with the idea that he will order practically everything in the same way. He will trust to you to serve him right. Do your best for him; get his confidence and you will hold him. It will act just the same as a woman who has just got the telephone in: she will order more goods over the phone in one week than she would do in two weeks under other conditions.

SUNDAY SELLING.

Many articles have been written on this subject, and we presume that many others will be written; but after all is said and done, there will always be "Sunday Selling." It may not be cigars, cigarettes or candies, but there will always be the demand for drugs—in other words, "doctors' prescriptions." And we might venture to say that as long as the drug stores keep open, cigars and cigarettes will be purchased, in spite of the stringent laws governing the sale.

The New York Police Commissioner has recently issued an order to the police to put a stop to the sale by druggists, of any articles, other than drugs, on Sunday.

The Hardware Dealers' Association and the Photographic Dealers' Association recently made a complaint that the druggists were selling hardware sundries and photographic goods on Sunday, whilst they were prohibited from doing business on that day.

How will this affect the business in the drug stores in the United States? How would it affect the drug stores in this country? It will not, or rather should not, affect them one iota. No drug store, either in the U. S. or in Canada, has a right to sell photographic goods on the Sabbath. As for selling hardware, it is out of the question. A druggist who sells hardware should be employed in a hardware store, for he is no druggist.

Speaking of selling hardware sundries, it reminds the writer of a certain drug store in a large city in Ontario, who, not satisfied with dealing in the ordinary every-day side lines, felt it his duty to handle a full line of coals. Displayed in a prominent place was a sign, "Coal—stove, nut and pea, delivered on shortest notice."

This is what we might call (pardon the expression) "the limit." We can overlook almost any kind of a side line, but when it comes to selling coal, we think it is time to draw the line.

THE WINNIPEG CONVENTION.

We learn from the Secretary of the C. Ph. A. that the question of fixing the date of the next Convention has occupied the attention of the Executive for some time past, but at present no date has been fixed.

We understand that the local committees in Winnipeg are busy making preparations for the Convention. Speaking of the Convention, we might ask our readers, what is the best means of arousing interest in and getting better attendance at the Convention? We would urge readers to send in suggestions. This year's Convention should be one of the best, as there are so many important subjects to be discussed. Send in a suggestion as to the best ways and means of arousing enthusiasm, which alone can make the Convention successful.

KEEPING TRACK OF IDEAS.

There are certain advantages of keeping memoranda of trains of thought. Systematic note-keeping is a valuable habit for every one. Ideas that come to us at times when we cannot make any immediate use of them are well worth considering at some other time. When such ideas are trusted to the memory they often slip out of mind and are not available when we might use them. There may be those who feel that they can carry in their memory everything they need to know, but for those who feel otherwise a note book has a great value.

It has been my plan, says a correspondent, to classify ideas and trains of thought under headings. Such thoughts as one may reasonably consider worth remembering for years, especially principles and policies, observations, illuminative thoughts, may profitably be recorded. Under the heading of "Talking," for instance, I have twenty-eight notes, one of which is the importance of correct pronunciation, another the use of idioms, another that of drawing out reserved natures, another that of listening one's share. Under perhaps fifty headings, covering points of business, ethics, composition, analysis, and the like, I have from ten to sixty notes for each topic. To read over these notes brings to mind all the best thoughts I have ever had along any given line, and is a never ending source of interest and help to me.

The curate of a fashionable church was endeavoring to teach the significance of white to a Sunday school class.

"Why," said he, "does a bride invariably desire to be clothed in white at her marriage?" As no one answered he explained. "White," said he, "stands for joy, and the wedding day is the most joyous occasion of a woman's life."

A small boy queried: "Why do the men all wear black?"

Optical Department

Physiological Optics.

(Copyrighted by the Royal College of Optics.)

Hyperopic Astigmatism is a condition in which one meridian of the eye is emmetropic and the meridian at right angles is hyperopic or a condition in which one meridian of the eye is normal in its refractive power and the meridian at right angles below normal or under 50.00D. Hyperopic ast. may result from an inequality in the curvature of the different meridians of the cornea or crystalline lens, or by a tilting of the lens itself or a variation in the refractive power of the different sections. Rays of light entering an eye with Hyperopic Astigmatism will focus on the retina in the normal meridian and behind the Retina in the Hyperopic meridian. In Hyperopic Astigmatism one meridian of the eye is equal to 50.00D., and the meridian at right angles has less than 50 D. and the correction is that power in a convex cylinder with the axis over the normal meridian and strength over the Hyperopic meridian which makes all parts of the eye equivalent to 50.00D.

Test For Hyperopic Astigmatism.—After completing the test for Hypermetropia and ascertaining the lowest line on the card that patient can read, if the vision is found to be less than 6-6 (10-10) Hyperopic Astigmatism is suspected and the patient's attention should be directed to the astigmatic chart. If the bars are not all uniformly black and white, or as nearly so as possible, astigmatism is present and the correction is that plus cylinder placed axis at right angles to the blackest bars that makes them all uniformly black and white, or as nearly so as possible, and the vision equal to 6-6 (10-10) or the best obtainable. If Hyperopic Astigmatism is determined in a case where Hypermetropia was previously found to be present the spherical correction for the Hypermetropia should be reduced slightly (about 50 D.) before testing for the Astigmatism.

Compound Hyperopic Astigmatism is a condition in which the complete eye is Hyperopic, but more Hyperopic in one meridian than the meridian at right angles. In compound Hyperopic Astigmatism all rays of light entering the eye will focus behind the Retina, but rays coming from the meridian of great defect will focus farther behind the Retina than those from the meridian of least defect. The causes of Hyperopia and Hyperopic Astigmatism are responsible for the presence of compound Hyperopic Astigmatism. The correction for compound Hyperopic Astigmatism is the strongest plus sphere combined with the strongest plus cylinder that gives vision of 6-6 (10-10) or as nearly so as possible and makes all bars on the astigmatic chart equally black and white..

Amplifying Lens.—The Amplifying lens test for Compound Hyperopic Astigmatism consists in applying successively stronger spherical lens to correct the Hypermetropia and then applying successively stronger plus cylinders to correct the Astigmatism.

Fogging Test.— The Fogging Test is very serviceable in compound as well as plain cases of a Hyperopic nature. In using the fogging system apply a strong convex lens to blur all letters on the distant card. This lens should be inserted in the rear cell of the trial frame, and after directing the patient's attention to the distant card successively stronger minus lenses must be placed in front to gradually reduce the strength of the fogging lens. Keep patient's attention on the distant card, and as the strength of minus is increased with intervals of say .25 or .50 D., and the letters on card gradually come into view, direct attention also to the astigmatic chart, and when the bars appear blacker in one meridian than in the meridian at right angles, insert a minus cylinder axis at right angles to black bars to make the opposite ones as clear as possible, always making sure that the weakest minus cylinder is used in conjunction with the strongest plus sphere that gives clear distant vision and the bars all equally black and white, or as nearly so as possible. After testing one eye and noting the lenses necessary proceed with the other in a similar manner and then apply the binocular test.

In cases of astigmatism of a simple or compound nature, it will frequently be found that because of the presence of irregular astigmatism the bars cannot be made all uniformly black and white, or sometimes portions of same bars will appear much blacker and more distinct than others. This is caused by irregular indentations, irregularities, thickenings, opacities, etc., and is a condition that cannot be corrected. In prescribing for cases of compound hyperopic astigmatism it is sometimes advisable to apply only the spherical lenses required, and leave the cylinders to be added at a future date. Generally the horizontal or 180 Med. is the most hyperopic, but while this places the axis of the correcting cylinder at the 90th meridian, it is not infrequently found that they require to be placed somewhat to the right or left of the 90th meridian and may possibly require to be placed at any meridian of the circle. Plus

cylinders axis 90 are considered as cylinders with the rule, whereas plus cylinders axis 180 against the rule. Correcting cylinders applied with the rule may be given neutralizing the trouble more fully than cylinders applied against the rule.

CAN SEE BUT CANNOT LOOK BABY'S VISION STUDIED.

Results of Professor's Observations in this regard should interest especially Parents and Teachers.

Seeing is one thing—looking is quite another, for the first is purely accidental physical reception of light through the eyes, while the other is seeing and something more—seeing right, and with thought.

Mr. Edmond Cramaussel, professor of philosophy at the University of Montpellier, France, has been devoting special attention to the study of the child's method of learning to look, and the results are valuable to every parent and teacher.

BEGINS TO "TAKE NOTICE."

The child opens its eyes very soon after it is born, he says, and from the earliest moment seems pleased with moderate light. It is not until the third or fourth week of life that it seems, as we say, to notice rays of light, a fire, or shining objects. It is awakened to looking by changes in degrees of light, and by the especially brilliant glow. In some children the noticing begins very early. One has been known to follow light when only five days old, and when 15 days old it showed that it was looking by moving not only the eyes, but twisting the head towards the light. When 25 days old it seemed to direct its gaze perfectly.

LEARNS OPTICAL SELF DEFENCE.

The adaptation of the pupil to light is automatic and innate, but it is quickly educated in self-defence. It has been noted that a child five months old first closed its eyes when the lamp was lighted and then opened them gradually. Adaptation to distance is required only gradually. One baby looks at an object with wide open iris no matter what distance, while another narrows it as the object is taken further off. In this way it is learning to look. This explains why most infants are blind to objects at a distance —they have not learned to contract the iris, and really do not see what is far away. Vision is aided from the start by the eyelids which close, partially or totally, when the light is too strong. Closing at a sudden approach does not occur until the fifth month.

FIRST OBSERVING COLOR.

It is difficult to fix the precise time and order of seeing colors as such. An experiment made upon a baby in the fifth month, with a red, a yellow and a white flower, showed that the eyes passed over the white and wavered between the yellow and the red, giving all signs of desire to grasp. It was proved that the eyes dwelled first on the yellow for two seconds, then on the red for five seconds, then on the yellow for thirty seconds, then on the red for one minute, and on the yellow for forty seconds, grasping this flower in preference. Three days later the same infant looked at the white flower a little, but much more at the red and yellow, still preferring the yellow by half. The next day violets and dahlias were shown the child, and her eyes wavered between the violet and yellow until she at last looked at the violet. On the next day she ignored the yellow and reached for the violets. When red and violet were combined she reached for this in preference to red and yellow. The conclusion to be drawn from these experiments is that after the fourth month a child may distinguish colors, red, yellow, violet and simple combinations.

DEVELOPS SENSE OF PLACE.

When the senses of touch and sight are called into interaction the child has to learn very slowly. At first it sees the rattle, and tries to put it into its mouth, but it goes all around the mouth before finding it and learns to raise the rattle to its forehead, and then bring it down to the mouth. It does not know on which side the object is. This is optic nerves in the brain, and only gradually does it learn that what seems to be on the right is really on the left, and vice versa.

EDUCATING THE SIGHT.

The education of the senses in general, and of the sight in particular, has a tendency to become overlooked by civilized man, who no longer has to rely chiefly upon his physical alertness for protection and sustenance. Its importance in the training of children is becoming more and more widely recognized, however. Psychologists dwell upon the facts that most people cannot measure accurately by the eye even the length of a straight line, that an estimate of weight has always to be corrected by scales and that only one accustomed to much air life can give even an approximately correct idea of the height at which a bird may be flying. It is noted that even the birds learn with the perfection of firearms to fly higher than the range of the shot. This precise degree of accurate measurement civilized man cannot make by any method yet devised. In certain schools children are being taught to estimate weight "by sight," but with little real success. Pupils in a Western school were taken daily, a year or two ago, upon walks, the entire length of which was spiked with iron rods placed at varying distances apart, and the pupils' task was assigned to reckon—by the eye—first one distance between two spikes and then another. Though prizes were given to stimulate the exercise, it was, and continued for a long time to be, far from satisfactory. A similar test given in a school upon an Indian reservation showed amazing results in favor of the Indian boy.

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EASTER EGG DYE
8 TABLET COLORS (making 100 Shades)
100 Beautiful Transfer Pictures on 6 Sheets
SIMPLE DIRECTIONS IN GERMAN & ENGLISH.
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In Handsome Display Box

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FREE OFFER

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Lithographed in 5 Colors on Heavy Card Board With Easel Backs.

Rabbit - 12x18 in. high
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6 Single Chicks } 6x10 in.
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Makes a Fine Setting for All Your Easter Novelties

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The handsomest and most attractive package.
NAME—Simple and very appropriate.
DESIGN—Tells the Easter Story.
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ORDER TODAY DON'T DELAY

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HORLICK'S MALTED MILK TRADE M.M. MARK

DOES THE WORD

PROFIT

interest you? If so dispense at your Fountain

HORLICK'S MALTED MILK

The results are Satisfied Customers, Increased Trade, More Profits.

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Advertised, Popularized and Created the demand for the Standard Soda Fountain Beverage

MALTED MILK

Attractive Advertising Matter on Request.

HORLICK'S MALTED MILK CO.

Rachine, Wis., Montreal, Can.

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Do you carry a small assortment in stock? It will pay you to do so. It strenhthens your position with the physician or hospital to be able to supply their requirements at once.

We carry a very large assortment of

White Slipper Bed Pans
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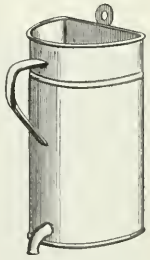
Pus Basins, 6, 8, 10 inches
White Douche Pans
Irrigators, 2, 3, 4 quarts

Grey Douche Pans



A special line of

White Enamel Irrigators

of best quality, as illustration with pure gum tubing and pipes complete $10.00 dozen.

Write for Catalogue and Quotations.

THE J. STEVENS & SON CO. Limited

145 Wellington St. W., Toronto, Ont.

Winnipeg, Man. Vancouver, B. C. Loudon N., England.

Dr. W. Edgar White, who recently graduated with high honors from the Royal College of Science is a Torontonian, well-known in optical circles. He has shown marked ability in advanced Ophthalmic Science, and has frequently been placed as second in charge in the Ophthalmic Clinics of the College during the latter portion of his attendance. Being a singer of considerable note and with a pleasing personality he enters the Ophthalmic field of practice equipped with perhaps the best technical and practical education in anatomy, physiology and pathology of the eye, and most complete knowledge of modern ophthalmic practice, together with a range of optical knowledge unsurpassed by any former graduate upon entering. We feel assured that he will readily attain a high position in the rank and councils of the profession.

Dr. Walter Harvey, for many years associated with the Ophthalmic Doctors' Practice, and recently professor of muscular Ophthalmology in the Royal College of Science, has entered into Neuro-ophthalmic practice, and his services will now be available to all engaged in the optical field as well as the regular attendance at the clinics of the College.

THE HOSPITAL CORPS OF THE UNITED STATES ARMY.

An Appeal to Every Pharmacist in the United States.

The following appeal to the Pharmacists of the United States was recently issued by Dr. Geo. F. Payne, President of the Atlanta College of Pharmacy:

The American Pharmaceutical Association, backed by the Pharmacists of the whole United States, have a Bill now before the House introduced by representative Hughes of Georgia, as Bill H. R. No. 1, and now before the Senate, introduced by Senator Bacon of Georgia, as Senate Bill S. 929. These Bills are identical, and their text is as follows:

A WELL KEPT DRUG STORE.

A BILL

To Promote the Efficiency of the Hospital Corps of the United States.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that the Hospital Corps of the United States Army shall constitute the enlisted personnel of the Hospital Corps now authorized by law, and shall consist of thirty sergeants major at $75 per month; three hundred sergeants, first-class, at $65 per month; sergeants at $36 per month; corporals at $24 per month; cooks at $30 per month; privates, first-class, at $21 per month; and privates at $16 per month, with such increase for length of service and other allowances as are or may hereafter be established by law.

As chairman of the committee on the Status of Pharmacists in the United States Government Service of the National Association of Drug Clerks, and also as a member of the American Pharmaceutical Association, we wish to urge every pharmacist who reads this article to sit down immediately and write a brief letter and then make copies of it and send a copy to each of the members of the Committee on Military Affairs of the House and Senate, and urge that "you will please see that the Bill H. R. No. 1 and S. 929 which have been fully endorsed by the Surgeon General of the U. S. Army (as you will see in his last report) is offered as an amendment and placed as a "rider" on the Army Appropriation Bill now before Congress."

The members of the Hospital Corps of the U. S. Army are now so poorly paid that many are leaving the service, as the positions in the regular Army Service pay better salaries, even the men who take care of the sick mules are better paid than those who take care of the sick soldiers. Any one who is in a position to know will readily assure you of the difficulty of getting men in the Hospital Corps, and after getting them the difficulty of keeping them there on account of the miserably poor pay.

Pharmacists are men of influence in every section; their stores are all in the towns and cities, and each one is a nucleus around which cluster the leading sentiments and views of the community; the pharmacists not only of your state but of the whole United States are deeply interested in the matter. Every State Government requires the pharmacist who practices pharmacy among the people to be examined and licensed by a State Board and to be an excellent type of man. With the present miserable salaries given the Army Hospital Corps, as just stated above, it is very difficult to get good men, and still more difficult to keep them under present conditions.

"Shure, it'd be a great wur-rld," reflected McGinnis, "if people only lived up t' the epytaphs on their tombstones."

New York Pharmacal Association's
PREPARATIONS

Lactopeptine Powder (oz. bots.) Lactopeptine Powder (½ lb. bots) Lactopeptine Tablets
Lactopeptine Elixir, Plain Lactopeptine Elixir, Bismuth
Lactopeptine Elixir, Iron, Quinine and Strychnia
Lactopeptine Elixir, Gentian and Chloride of Iron

Arlington Chemical Co.'s Preparations

Beef Peptonoids (Powder) Peptonoids, Iron and Wine
Liquid Peptonoids
Liquid Peptonoids with Coca Liquid Peptonoids with Creosote
Phosphagon

Palisade Manufacturing Company's
PREPARATIONS

Borolyptol Velvet Skin Soap Hemaboloids
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88 WELLINGTON STREET W., TORONTO.

Odd Lines at Half Price

IF you can use any of these, order any part or quantity at once. "First come, first served."

		Regular	
5¾ gr.	Bond's English Marking Ink,	$1.00	.50 doz
2¾ doz.	Austrian Gold Paint,	2.10	1.05 doz
3 gr.	Caustic Pencils,	.80	.40 doz
5/12 doz.	"Westco" Safety Razors,	3.00	1.50 ea
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3 kegs	Crude Soda Nitrate,	.06	.03 lb

Send for list of
more half-price specials.

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Wholesale Druggists and Mfg. Chemists
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MAJOR'S CEMENT

has been mending China, Glassware, Vases, etc., etc. for nearly 40 years. Every druggist should stock it.

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Stay at home while you study Pharmacy. We teach you by mail. We give you the same instruction that you get at college.

Our course is adapted to the individual needs of Canadian students who contemplate a change into the States or take Pharmacy board examinations. Hundreds testify to the great value of our course.

Write for our prospectus and particulars. Our terms are easy.

The Ohio Institute of Pharmacy, Columbus, Ohio

"QUALITY COUNTS."

For nearly eighteen years we have catered to the Druggists in Canada, and our thanks are due to them for loyal support, which we have tried to show our appreciation by giving good prices, good goods, fair and honorable treatment. We do not get all the trade, but what we do get we strive to merit so as to continue in steady, healthful business growth. Our oldest customers are our best friends. They have tried us, proved us, and we are still recipients of their orders, and we believe, their confidence. If we are not sometimes seemingly able to meet competitors' prices, it is simply because we will not meet their quality, not because we cannot. Anyone can manufacture cheap goods but it takes an expert to manufacture good goods cheaply.

Try us and be convinced that "Quality Counts."

THE TORONTO PHARMACAL CO. LIMITED

TORONTO MONTREAL WINNIPEG

Educate The Public Regarding Poisons.

SOME months ago a prominent man in a southern city took some medicine in the dark and developed the first of a long line of bichloride poisoning cases. This case was one of purely accidental poisoning. The man did not want to die, and made a brave and pathetic fight for life. He had risen from humble beginnings, it seems; reached a high place in the community, become rich, married a beautiful girl, and had everything to live for. The case teemed with "heart interest," and the newspapers took it up and made reams of copy from it. The victim lingered for several weeks, and seemed astonished during his last days, according to the newspapers, at the absence of all pain. The newspapers began to herald this long after the first stages of the case had passed. Possibly without intention on their part, they conveyed the idea to the general public that bichloride of mercury is a painless poison.

The results have been deplorable. Since then more than 100 cases of bichloride poisoning have occurred, and in about 90 per cent of these cases the would-be suicides have repented in a few hours and cried for help. In a few cases their lives have been saved, but only in a few. The newspapers, of course, could not foresee this, and are innocent of any intention to encourage a lot of suicides. Conditions have arisen that no man could forsee, but they are serious now, and it will take a lot of work to remedy these conditions. A man who really intends to commit suicide can hardly be restrained. The most careful watching will prove fruitless, as a rule. Eventually he will find a way. The harm lies in impressing those foolish people who have a family quarrel, get to drinking, get out of work, are despondent from any cause.

Often a wife takes poison to spite a husband, and vice versa. People under the influence of liquor are just as apt to take poison as not. Frequently they do it merely to scare the family and avoid a lecture for drinking. Most of these would-be suicides are quick to yell for help, and some of them do so the moment the poison has been swallowed. Bichloride of mercury is of great value as a germ destroyer and disinfectant, and for years it has been in households without causing any wave of suicide. It is,as all druggists know, a powerful corrosive, and when taken the results are intensely painful. Great agony ensues, and after the poison has been absorbed recovery is almost impossible. Anyone who takes poison with a view to scaring the family could scarcely select a worse medium.

Druggists may well start a crusade toward educating the public to the fact that bichloride of mercury is not a painless poison, one that may be taken and pumped out a few hours later with no particular harm to anybody. That seems to be the general impression now. It is strange how much harm an idle report of this kind can do, but the facts confront us. Druggists should let no opportunity go by to impress upon their customers the horribly painful effects of taking bichloride of mercury: and, above all, sales of this powerful poison should be watched carefully, especially at this time.

(*National Druggist.*)

HOT AND COLD DRINKS.

ROOT BEER, HOT.

Mix one fluid ounce of root beer extract with seven fluid ounces of soda syrup. Use one and one-half fluid ounces of this syrup to enough hot water to fill an eight-ounce mug. Add a slice of lemon, or a few drops of lemon juice.

EGG LIMEADE.

One ounce limeade, one egg, one teaspoonful of powdered sugar. Mix the egg thoroughly and strain; add hot water and season.

HOT SODA TODDY.

Two drams lemon juice, one ounce lemon syrup, one dram aromatic bitters, enough hot water to fill an eight-ounce glass. Sprinkle with nutmeg or cinnamon.

CELERY BOUILLON.

One-half ounce beef extract, one ounce butter, one-half ounce cream, one-half dram essence of celery. Add hot soda, stirring well, and serve salt and pepper.

HOT SODA-BITTERS.

Two drams lemon juice, one ounce lemon syrup, one dram aromatic bitters, enough hot water to fill an eight-ounce glass. Sprinkle with nutmeg or cinnamon.

CLAM TODDY.

Run fifty clams through a meat chopper, add them to one gallon of clam juice to which has been added four ounces of arrow root, one-half pound of salt, and two quarts of water. Boil for ten minutes, then allow to cool and strain.

CHILL CHASER SYRUP.

Mix thoroughly three ounces of fluid extract of ginger; twelve ounces of infusion of gentian; eight ounces of lemon juice; infusion of lemon peel, four ounces, and twenty ounces of water. In this dissolve five pounds of brown sugar. Serve two ounces in mug and fill with hot water.

HOT TEA.

The only correct way to serve hot tea is to make it as wanted, using one of the small china tea pots with a strainer in it. Several varieties of tea may be kept on hand to suit different customers. The customer should be allowed to pour out the infused tea into the mug, and to add the cream and sugar.

HOT NUT SUNDAE.

Put a cone of ice cream in a sundae cup and cover with walnuts and pour over it a little hot chocolate sauce. Another method is to serve the hot sauce in a creamer on the side.

HOT PUNCHINE.

White and yolk of one egg; lemon syrup, one ounce; extract cognac, three dashes; extract ginger ale, one dash; extract mint julep, two dashes; fresh cream, one-half ounce. Shake well, strain and add hot soda, one cupful. Serve with nutmeg.

CREAM OF TOMATO BOUILLON.

Into a mug pour one ounce of tomato bouillon and add one teaspoonful of extract of beef and one-half ounce of sweet cream. Season to taste and fill.

HOT MAPLE SAUCE.

No. 1. Dissolve eight pounds of maple sugar in four pints of water by the aid of heat and add one-half ounce of vanilla extract.

No. 2. Dissolve five pounds of maple sugar and two pounds of granulated sugar in four pints of water. When dissolved add an equal amount of simple syrup to which has been added enough caramel to give it the maple color, and flavor with six drams of vanilla extract. Keep warm and serve over ice cream. When this becomes too thick thin with water.

HOT EGG PINEAPPLE.

Prepare like hot egg chocolate, substituting pineapple syrup for the chocolate syrup.

HOT HICKORY SUNDAE.

Put a cone of ice cream into a sundae cup and pour over it a ladle of maple syrup and then sprinkle with chopped hickory nuts.

HOT GINGER ALE.

Prepare a syrup as follows: Four fluid drams ginger ale extract, two fluid drams solution of citric acid, enough syrup, "soda," to make sixteen fluid ounces. The acid solution may be omitted. Serve like hot ginger.

SHERBET BLUE BLAZE.

Juice of one lemon, one and one-half fluid ounce sherbet syrup. Mix these in an eight-ounce mug. Draw six fluid ounces of hot water into another mug, pour on the latter a small amount of alcohol, ignite the latter and mix this liquid in the other mug by pouring back and forth from one mug to the other a few times.

FANCY LEMONADE.

To lemonade made in the usual manner add one teaspoonful of raspberry or strawberry syrup, which will sink to the bottom of the liquid. Then carefully pour in a teaspoonful of grape juice, and serve without stirring. A piece of pineapple, orange or other fruit may be added to decorate the beverage, which may also be served in a glass half full of shaved ice. Serve with straws.

HOT MALTED MILK.

Into a hot soda mug place two heaping teaspoonfuls of malted milk. To this add an ounce of cold water and stir until the malted milk is well dissolved. Add an ounce of vanilla syrup and an ounce of plain cream. Then fill mug with boiling hot water. Top with a teaspoonful of whipped cream and serve with a spoon.

ELECTRIC EMISSIVITY OF MATTER. (1).

By G. Allen Harker, D.Sc., F.R.S.

During the past few years the importance of this subject has been brought well to the fore, since it has ceased to be of mere academic interest and has now a considerable commercial significance. In the two lectures to be delivered under this title it is proposed to deal only with the electric properties of matter as directly influenced by temperature. Radio active phenomena and the special electric properties peculiar to such metals as zinc will not be considered. It has been known for nearly two centuries that air in the neighborhood of red-hot metals becomes electrically conductive, losing its normal insulating properties. Thus in air heated to 1000 degrees C. the use of bare conductors (for telegraph wires, etc.) would be quite impossible. It is a fairly general rule with metals and alloys that rise of temperature decreases the electrical conductivity. With manganese, carbon, graphite and a few other substances the conductivity is slightly increased.

There is another class of bodies which are non-conducting at ordinary temperatures, but become conducting when heated. Examples of this class are most metallic oxides, the filaments of Zernst lamps, etc. Such bodies as magnetite, carborundum and carbides are very little affected by heat in this respect. If in an exhausted tube a platinum wire is carried near a plate of the same metal, it is found that when the wire is made red hot (by an electric current or otherwise) a charge of positive electricity accumulates on the plate. This charge is due to the bombardment of the plate by charged particles emitted from the hot wire. So general is this effect that at high temperatures insulators practically cease to exist as such. The results obtained from experiments upon this subject are very complex, the precise effects produced being dependent upon such factors as the cleanness of the wire, the nature and pressure of the gas in the tube, and the quality of the vacuum.

A very curious effect is shown by the carbon filament electric lamp having a metal plate placed between the filaments. If this plate is joined to the positive terminal of the lamp (made to glow by means of a direct current) the presence of quite a large current is indicated by connecting a galvanometer to the negative terminal of the lamp and to the plate. If, however, the plate is connected to the negative terminal of the lamp no current at all is produced. The effect is due to the emission of electrically charged particles from the negative electrode. This particular action is complicated also by the deposition of small particles of carbon from the filament. It has been shown, however, that it is not these carbon particles which carry the electric charge to the plate, for the charge produced is far too small to have such an origin. Sir J. J. Thomson has proved by experiment that the current is carried from the filament to the plate by negatively charged particles expelled from the negative pole of the lamp. The nature of these particles is identical with that of the so-called kathode particles; they are called electrons or corpuscles. The particular kind of electrons emitted in this experiment is quite independent of the nature of the substance emitting them.

Since the actual currents produced in such ways as these are of practical magnitude (they can readily be measured by electrometers or micro-ammeters), it is interesting to form some idea of the charge actually carried by one electron. To say that its magnitude is 4 x 10—10 electrostatic units conveys no meaning that can be appreciated. Perhaps a more intelligent conception can be formed in some such way as this :—Suppose that one hundred years ago a voltameter liberating hydrogen had been connected with some electron-emitting source, and had been allowed to run continuously until now. Then, in order to liberate 1 c.c. of hydrogen, the rate of emission of electrons during the whole century would have needed to have been no less than twenty thousand million (2 x 10 to the 20th power) per second. Since the total charge needed for such a liberation of hydrogen is only .8 coulomb the charge carried by each of these many particles is something almost infinitesimal. In the experiments conducted, however, currents have been obtained capable of liberating 1 c.c. of hydrogen in one second, or even less. Since this action is purely electronic, the state of affairs around the plate, and the rate of emission of electrons must be fairly lively. These currents may be produced by the action of heat alone, and do not require any initial electric field.

With nearly all metals the emission produced at the lowest temperatures is prevailingly positive and small in magnitude. This emission is not electronic, the electrons being produced only when higher temperatures are attained. In the case of iron and some few other metals the temperature requisite for electronic emission is not reached before the melting-point; with such metals the only emission produced is positive. The case of iridium is interesting, for at the temperature of its melting-point (2300 degress C.) the electronic emission gives rise to a current of about one-tenth of an ampere, the magnitude of which is, relatively speaking, enormous.

The practical importance of this subject, especially in the matter of the manufacture of electric lamps, has received considerable attention in America. The General Electric Company have been experimenting on such lines as mentioned above to find good metals for use as metallic filaments. Their work, of course, has been as far as possible to repress the electronic emissivity.

The Dr. Miles Medical Co.

OFFERS

TO THE CANADIAN TRADE ITS
WELL KNOWN PREPARATIONS

NERVINE--HEART REMEDY
BLOOD PURIFIER--TONIC
ANTI-PAIN PILLS
NERVE and LIVER PILLS

ALL ARE PRICE PROTECTED.

All are satisfactory, both to the trade and the public.

In stock by all Wholesale Druggists.

For information or advertising, address

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Mentholatum

Is open to you at all times through your Jobber

With 3 doz. Quantity, 1/3 doz. 25¢ **FREE**

" 6 " " 2/3 " " " and 5% Dis.

6 2/3 doz. costs $11.40, sells for $20.00

NET PROFIT $8.60, or 75%

50 CENT. SIZE COUNTS DOUBLE ON QUANTITY

RECOMMEND MENTHOLATUM

AT THIS SEASON FOR

CROUP, COLDS, BURNS, PILES, CHAPPED SKIN, SORE THROAT, CATARRH

The Mentholatum Co., Bridgeburg, Ont.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

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as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully protected by patents

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Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

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All Jobbers Sell it

Correspondence

The following letter, recently received from a member of the Publicity Committee, will give our readers an idea of the great enthusiasm which is being shown by the members of the A. Ph. A. in the coming convention.

March 10, 1914.
Detroit, Michigan.

Editor Canadian Druggist,
Toronto, Ontario.

Dear Sir:

In preparing for the August meeting of the American Pharmaceutical Association, the various committees on Entertainment, Finance and Ladies' Program have gotten down to real work, with every determination to make the 1914 convention the Banner meeting of the Association. They have ample "steam" and funds at their disposal, backed up by the very rich attractions which Detroit offers as a Convention City.

The Michigan travelers of the drug houses, headed by Mr. Frank Kerr, are making it possible to send the Journal of the Detroit Retail Druggists' Association to every druggist in the state. Each issue bears some interesting article or announcement pertaining to the August meeting.

It is expected that the visitors will wish to catch some glimpses of the huge industrial plants which have made Detroit the greatest manufacturing center in the world for drugs, automobiles and stoves. The committee are shaping their arrangements so that small groups can make their own selections for sight-seeing at their convenience. Those desiring it will be welcome to inspect the world-famous Ford plant, or any of the large stove works, or the well-known manufacturing pharmacies.

Entertainment is to be provided for each evening during convention week, if this can be done without prejudice to the work of the various sections.

MADE IN CANADA
Caustic Soda 75-76-77%
Bleaching Powder 35-37%
WINDSOR BRAND
The Canadian Salt Co., Limited
WINDSOR - ONTARIO
THE NICHOLS CHEMICAL CO., Limited
(Selling Agents for Canada)

RENNIES SEEDS
PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER

In addition to the regular steamer excursion to the St. Claire Flats, in which all the delegates and ladies will participate, a special boat ride is on the carpet for ladies only, to charming "Bob-lo" (Bois Blanc), at the mouth of the Detroit river, where dinner will be served. Theatre parties, card parties and automobile rides will not be overlooked, though the committee are not yet able to make definite announcements.

One of the convention evenings will probably be devoted to a smoker, with proper entertainment.

As for the general attractions by land and water, there is probably not another city on the continent that offers the varied pleasures which Detroit holds out to the tourist and delegate. Belle Isle, connected by bridge with the city proper, is one of the most beautiful parks in the world. Surrounded by the two arms of the Detroit River at almost equal distance from the American and Canadian shores, its outside drive is one long feast, charming every inch. The County of Wayne, in which Detroit is situated, is famous for its fine cement motor roads. In every direction one may drive for miles over the smoothest of highways. The facilities for rowing, sailing and all-day steamer excursions across Lake Erie and Lake Ste. Claire are ideal.

"Where to go" is the perplexing question where there is such an embarrassment of riches and the time is limited. Fortunately, the visitor to the August Convention will be spared the necessity of choosing, for he will have the benefit of a carefully planned program in the hands of men who thoroughly know the local ropes.

Very truly yours,

JOSEPH HELFMAN,
Member of Committee on
Publicity.

The two women were discussing the fashions.

"Did you say your husband was fond of those clinging gowns?"

"Yes, indeed, he likes one to cling to me for about five years."

A DRUG CLERK'S LAMENT.

The drug clerk sighed wearily and replaced the jar of lime drops on its shelf after having pried loose a dozen for a young woman and received a nickel therefor.

"You seem unhappy," ventured the calm-faced man leaning on the cigar counter. "What's the matter?" The drug clerk whirled on him, just as though he represented the whole world in which he had to live.

"You've never been a pharmacist," he snorted. "All those years of study—all those books—all those lectures—all that blamed work in the laboratory, and here I am handing out lime drops and chewing gum to the public." The smoker looked sympathetic.

"I'm supposed to fill prescriptions," said the drug clerk. "I'm supposed to have sense enough not to get the quinine and the strychnine mixed. I'm supposed to read Latin and understand what doctor is represented by the scrawl he puts on his prescriptions.

"And do I fill prescriptions? Maybe once a week. The rest of the time I sell gum and tooth-brushes and nail polish and tooth-picks. I'm a scientist—yes? It takes brainwork to sell a tooth-brush.

"And I have to sell postage stamps to the women, and they stand at the cigar counter and paste them on, taking all day, while half our cigar customers are waiting and some leaving in disgust.

"There ain't such a thing as a druggist now," he finished. "In the old days a druggist dealt in drugs and was a sort of understudy doctor. But not now. Why, I've even—"

Then he broke off short and went across the store to sell a cake of Peanut Oil Soap to a lady with a straw hat and a set of near furs, who was undecided whether she wanted Peanut Oil or Waterproof Soap, finally deciding on the former.

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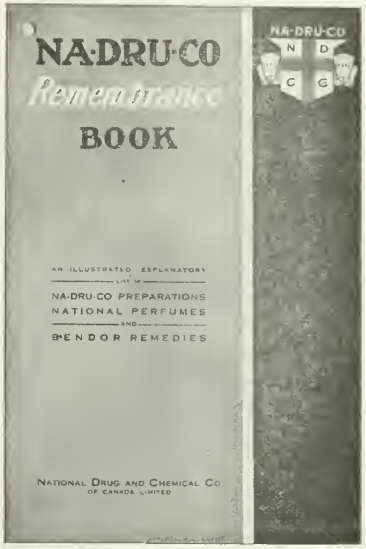
Then the drug clerk went behind the prescription case, for he had been postponing a very important task—the putting of glycerine in very small bottles to sell for ten cents, and labelling them.—Dallas News.



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MUNICIPAL FOOD INSPECTION.

By J. G. Rutherford, V.S., C.M.G.

The municipal inspection of foods is a very large question, and one which presents a far greater number of practical difficulties than might be thought to exist by persons unfamiliar with, or lacking actual experience in work of this class.

There can, of course, be no question as to the vital importance of seeing that the food supplied for public use is of the best possible quality, and in every way fit for human consumption, but it is by no means an easy matter to safeguard the various channels of trade as to make these conditions absolutely certain.

Under the somewhat free and easy methods which, unfortunately, all to often characterize municipal government on this continent, many extraneous considerations are apt to affect the work of municipal food inspection, and although there can be no doubt that illness and death are frequently directly attributable to the lack of proper food inspection, there is in many communities an unaccountable apathy on the subject.

This apathy is, speaking generally, due to a lack of intelligent insight on the part of those in authority, this condition being especially noticeable in those communities in which the members of the medical profession are still in the rut of old-fashioned practice, and are, accordingly, disinclined to adopt what they are pleased to term "new fangled notions" with regard to the public health and sanitation.

This state of affairs is especially noticeable in communities lacking modern hospital accommodation. Where the modern and up-to-date hospital is in active operation, the medical men, as a rule, knock the rust off each other and each in self-defence rapidly adapts himself to new methods and new ideas.

Not infrequently the impetus comes from outside the medical profession altogether, perhaps through some intelligent and energetic citizen who has become seized of the importance of the matter either by contact with someone specially interested by reading what has been done in other places, or, possibly, by the loss from preventable disease of some one near and dear.

It is fortunate, however, that the public conscience on questions of this kind, if once aroused no matter by what agency, seldom relapses into apathy.

As a consequence, there is a steady progress towards better things, as evidenced by the present meeting of an Association which only a few years ago had no existence and the necessity for which was questioned by many who are now fully convinced of its usefulness, as well as of the importance of the work which it has set forth to do.

By no means the least interesting feature of the duties which it fell to my lot to perform in the inauguration and organization of the Federal food inspection service was the observation of the effect on the public mind of the actual comparison between modern food inspection, as carried on by our officers, and the crude and ineffective travesties with which they had up until then been satisfied.

In one of our large Eastern cities, a leading medical practitioner said to me one day, "I believe you have stationed a Federal Food Inspector here," and he was greatly surprised when I replied, "Yes, I have stationed nearly thirty Federal Food Inspectors in your city and they are all busy."

When the authorities of city after city wrote to me, making inquiry as to the feasibility of establishing municipal inspection on lines similar to that carried on under the Meat and Canned Foods Act, it soon became apparent that a new interest was being aroused in the subject, and that the old methods were doomed.

Without at present dwelling further on theory or prophecy, I will take up and deal as briefly as possible with some of the practical aspects of food inspection as these have come under my observation:

1. MILK.

To begin with, all cows furnishing milk for human food should be free from disease, comfortably housed in clean and hygienic stables, regularly and properly fed, supplied, whether stabled or at pasture, with pure, uncontaminated water, kept scrupulously clean, kindly treated and milked under the most sanitary conditions.

It is neither necessary nor desirable to harrow the feelings of this audience by dwelling upon the conditions widely differing from those just described, which are only too often to be found among cattle kept for dairy purposes.

This ground has been covered so often and so thoroughly by different speakers and writers that I scarcely think it would serve any good purpose to go over it again. Suffice it to say, that the conditions found in a majority of dairy stables are such as would be likely to seriously affect the milk consuming proclivities of any ordinary intelligent person, to say nothing or one who, knowing the nature of milk and its capabilities as a carrier of disease, is keenly alive to the actual dangers which attend its use without proper precautions being taken in regard to production and handling.

The task of ensuring a sanitary milk supply for even any moderately large town or city is a very difficult one, inasmuch as old customs and prejudices die hard.

* Read before the Third Congress of the Canadian Public Health Association, Regina, Sask.

It is not easy to convince the dairyman that the methods of dealing with cows, milking and the handling of milk which were good enough for his grandfather are not good enough for him. He does not realize that the world has moved, and is moving, and that many of the diseases which in former years were looked upon as unavoidable visitations of Providence, are now known to be preventable by the adoption of proper precautions in handling food products and especially one so susceptible to injurious influences as milk unquestionably is.

To insure that the stables in which dairy cows are housed are clean, well drained, lighted and ventilated, that their surroundings generally are sanitary, and that the methods of milking and the subsequent handling of the milk are hygienic, calls for much painstaking and conscientious work on the part of the Inspector, as well as for the exercise of great tact and sound judgment.

The question of disease is also a most important one, and while there can be no doubt that many other maladies, such as diphtheria, scarlet fever and epidemic sore throat are transmissible through milk I need scarcely say that the most serious risk is that of the transmission of tuberculosis.

I do not propose at this time to devote any special attention to the long-drawn-out discussion as to the transmissibility to man of bovine tuberculosis which has been waxing and waning and waxing again ever since Dr. Robert Koch made his memorable pronouncement in 1901.

I will content myself with saying that, while there is more or less doubt as to the transmissibility in a dangerous form of human tuberculosis to the bovine species, there is, in my opinion, no doubt as to the frequency with which bovine tuberculosis is transmitted to the human species and especially to children.

We veterinarians know that of the calves fed with the milk of cows reacting to the tuberculin test, from 40 per cent. to 60 per cent. become affected with tuberculosis and the percentage of hogs which become tuberculous when fed on the milk of reacting cows is even larger.

When I say re-acting cows, I mean cows which, while showing absolutely no external evidence of being affected with tuberculosis, have re-acted to tuberculin.

In view of these facts, what can be said for a theory which countenances the feeding to human infants of milk from cows, not only not known to be free from tuberculosis, but actually known not to be free from the disease.

Dr. Park, of New York, considers that "from 5 to 20 per cent. of the market milk of the largest cities is infected." Mohler refers to the " . . . investigators who have studied market milk, and found from 2.7 to 55 per cent. of the samples examined to contain tubercle bacilli."

Delepine shows that "the milk of 28.3 per cent. of all the cows supplying milk to Manchester has . . . at one time or another contained enough tubercle bacilli to produce tuberculosis in experimental animals."

By a similar mode of reckoning Eber showed that in Leipzig . . "among 70 dealers, 19, or 27.1 per cent., were more or less intermittently selling infected milk."

In 1907, the Secretary of Agriculture, United States, reported that "The examination of sediment taken from cream separators of public creameries throughout the country has demonstrated the presence of tubercle bacilli in about one-fourth of the samples."

Newsholme, after reviewing some English and Continental figures, concludes that " . . . It would appear that about 20 per cent. of the mixed milk supplied to towns contains living tubercle bacilli."

Dr. Calmette, Director of the Lille Pasteur Institute, has recently compiled some most startling statistics from the examination of 4,000 human subjects. He shows that the percentage of cases of tuberculosis increases rapidly during childhood, until at five years of age 53 per cent. are affected, between 5 and 15 years of age 90 per cent. are affected, and of those over 15 years of age 91 per cent. to 97 per cent. are diseased.

We know that of every hundred persons who die in civilized countries, 14 succumb to tuberculosis, while the remaining 86, over 60 per cent. are affected.

In view of the comparative rarity of open tuberculosis among parents and other persons with whom children are brought into contact, it would appear that there must be some reason for this wide spread infection of young people, and when one bears in mind the statement which I have just made regarding the infection of calves and pigs, it is only reasonable to suppose that the cow is to a large extent responsible for this condition.

It should be remembered that in a great many cases of open bovine tuberculosis, the milk, as secreted in the udder, may not, and very frequently does not, contain any tubercle bacilli. It has, however, been demonstrated that the excreta from the digestive tract are a fertile source of infection, inasmuch as, although the cow with pulmonary tuberculosis coughs, she does not expectorate, but swallows the discharge from the diseased lungs, which, passing through the alimentary canal, is a ready source of infection when it finds access to the milk, as it only too often does.

A careful examination of the ordinary milk supply of our larger cities has furnished convincing, not to say disgusting, evidence of the extraordinary prevalence of this manure contamination.

There are a few communities in Canada which

have for longer or shorter periods insisted on the application of the tuberculin test to all cows supplying milk for public use.

Among these may be mentioned Portage la Prairie, Stonewall and Neepawa, Manitoba, the first named being the pioneer, having inaugurated the practice 20 years ago, the cities of Quebec, Que.; Moncton, N.B., and just lately, Calgary, Alberta.

The Province of British Columbia is, I think, entitled to the honor of being the only community in the world which has had the courage to tackle in earnest the problem of stamping out tuberculosis among its cattle and thus effectively preventing the sale of milk from cows affected with the disease.

Needless to say, until this noble example is followed by governmental authorities elsewhere, the task of preventing the sale of milk from cows affected with tuberculosis will continue to be the most difficult of all the difficult problems which concern the medical Health Officer who has "hitched his wagon to a star" in the matter of sanitary milk supply.

Under present conditions as regards tuberculosis I am personally strongly in favor of the proper pasteurization of milk. If this is done by maintaining it at a comparatively low temperature for a sufficient period to destroy germ fertility, the food properties of the milk remain practically uninjured, while its keeping qualities are distinctly improved, and as a healthful beverage, it is certainly to be preferred to the raw article.

The proper cooling of milk, its sanitary handling subsequent to leaving the dairy and the prevention of adulteration are also matters which demand not only close supervision and watchfulness on the part of the Inspector, but also a thorough knowledge of the subject, which, to secure the best results, should be of a scientific as well as of a practical character. Without a fair working familiarity with the chemistry of milk and at least a rudimentary knowledge of bacteriology, it is scarcely possible for an Inspector to do satisfactory work.

(To be continued.)

EMULSION OF LINSEED OIL.

Linseed oil	5 ounces
Oil of gaultheria	30 minims
Oil of cinnamon	30 minims
Powdered acacia	2 ounces
Glycerin	2 ounces
Syrup	2 ounces
Water enough to make	1 pint

The amateur poet is going some when he earns enough money with his pen to pay for the ink.

THE CENTENARY OF IODINE.*

By Otto Raubenheimer, Ph. G., Professor of Pharmaceutical History at the University of the State of New Jersey.

In the beginning of the nineteenth century great changes took place all over Europe through Napoleon, the military Corsican, until he and his great armies met defeat at Moscow in 1812; Leipzig, 1813., and at Waterloo, 1815. At the same time there was also a revolution in science going on, especially in chemistry. Since Antoine Laurent Lavoisier (1743-1794) succeeded in abolishing all prejudices, and in a masterly manner applied scientific principles to the explanation of chemical processes, a new way was clearly opened to chemistry and important fundamental principles and doctrines and a new chemical nomenclature were adopted.

In 1803 John Dalton (1766-1844), the noted physicist, gave the results of his researches, which lead to the foundation of the atomic theory, which was explained in his book, "New System of Chemical Philosophy," published in 1808. Dalton most certainly laid the cornerstone for a new theoretical chemistry. Three distinguished chemists, born about the same year, a true triumvirate—namely, Berzelius, Davy and Gay-Lussac, representatives of three countries, Sweden, England and France—were especially instrumental in the construction of the "new chemistry." For this reason I beg to dwell upon these three men for one minute, inasmuch as this gradually leads up to the discovery of the elementary nature of iodine.

Baron Jons Jakob Berzelius (1779-1848) was one of the recognized authorities in chemistry. I want to emphasize the fact that Berzelius since 1802 was assistant and since 1807 professor of medicine and pharmacy at the University of Stockholm, and pharmacy can be justly proud of having such an authority as one of its teachers. I can, however, not subscribe to the statement of T. P. Hilditch in 'A Concise History of Chemistry," 1911, page 214, that Berzelius was a Swedish apothecary. The entire energy of Berzelius became devoted to one great aim—namely, the minute investigation of chemical properties and the development of the atomic doctrine, which was unknown at that time.

Sir Humphry Davy (1778-1829) served his apprenticeship with a certain Mr. Borlase, an apothecary of Penzance, in Cornwall, and later studied physics and became professor at the Royal Institution in London. He first became prominent through the discovery of the intoxicating and stupefying properties of laughing gas, our nitrous oxide. During the first thirteen years of the nineteenth century he accomplished his most memorable work,

*Presented before the Historical Section of the A. Ph. A. at the Nashville Convention, and read before the University of the State of New Jersey and the King's County Pharmaceutical Society. Reprinted from the Journal A. Ph. A.

which effected a complete transformation in many branches of chemistry by the isolation of metals—that is, the elements of the alkalies and the alkaline earth by the galvanic current. An even still more important result was the discovery of the elementary nature of chlorine. It was Sir Humphry Davy who said the following, "Analogy is the fruitful parent of error."

Josephe Louis Gay-Lussac (1778-1850) was initiated into the chemistry of the immortal Claude Louis Berthollet, the discoverer of potassium chlorate, which still bears his name to-day. Gay-Lussac became professor of chemistry at the Ecole Polytechnique and professor of physics at the Sorbonne. As is well known, he is the discoverer of the so-called "Law of Volumes," which proves the existence of a definite relation between the volume of a gas and its temperature. Gay-Lussac was assisted by Louis Jacques Thenard (1777-1857), professor of chemistry at the College de France, whose name is inscribed in the annals of chemistry and pharmacy as the discoverer of hydrogen peroxide, especially useful on account of changing brunettes into blondes.

At the time when Davy, Gay-Lussac and Thenard began their memorable investigations, hydrochloric acid gas was generally held to contain chemically combined water. The great Lavoisier was under the impression that it contained oxygen,and therefore gave it the name "Acidum Muriaticum," derived from "Muria," which is the Greek word for salt water, or sea water. In 1810 Humphry Davy announced the epoch-making discovery that hydrochloric acid was a simple individible chemical containing no oxygen.

Many distinguished chemists at that time regarded chlorine as the oxide of a hypothetical element. Berthollet, therefore, in 1785, named chlorine "oxy-muriatic acid," which succeeded the name "dephlogisticated marine acid," given by Scheele, its discoverer. Again Davy was the first to express the distinct opinion that chlorine was an element, and suggested for its present name in "Philosophical Transactions," for 1811, page 1. At first Gay-Lussac and Thenard did not want to agree to this, not wanting to disturb the chemical system of that time. It was the discovery of the elementary nature of iodine and its analogy to chlorine which proved the correctness of Davy's views.

THE DISCOVERER OF IODINE.

Unlike the French apothecary, Antoine Jerome Balard, who discovered bromine in 1826, and whose memorial tablet is the first medallion which adorns the facade of the Ecole Superieure de Pharmacie in Paris, another French pharmacist, Bernard Curtois, who discovered iodine in 1811, is not honored: in fact, is almost forgotten, or is only too frequently mentioned in a disrespectful manner as a soapmaker or soda manufacturer, or as a salpetrier.

It should be remembered that in those times of war, when almost as much gunpowder was used as there was bread consumed, saltpeter became very scarce. As early as 1540 an edict was issued in France commissioning officials named "Salpetriers" who were authorized to seek for salpeter in stables, cellars and other places where it was found naturally. La Salpetriere in Paris, the jail and insane asylum, became famous as one of the natural nitre factories in the world. It might be of interest to the A. Ph. A. members assembled at Nashville that the nearby celebrated Mammoth Cave, in Kentucky, does, or rather did, contain natural deposits of saltpeter, which were utilized in the manufacture of gunpowder during the war, just about a century ago.

Bernard Curtois, the discoverer of iodine, was a pharmacist. He was born in Dijon in 1777, and at an early age he became apprenticed to the apothecary, Fremy, at Auxerre, the grandfather of the celebrated chemist, Edm. Francois Fremy, whose name is intimately associated with the preparation of anhydrous hydrofluoric acid in 1869 and the fluorination substitution process. Later young Fremy and Curtois worked together in the laboratory of the celebrated Antonine Francois Fourcroy (1755-1809), professor of chemistry at the Jardin du Roi, another descendant of pharmacy, his father being the apothecary to the household of the Duke of Orleans. Other assistants of Fourcroy were Thenard, mentioned above; Armand S. Seguin (1765-1835), who as early as 1795 recognized that tannic acid was different from gallic acid, and Louis Nicholas Vanquelin (1763-1829), another authority whose cradle stood in an apothecary shop in Normandy. Curtois also became assistant to Louis Jacques Thenard, who had studied pharmacy and chemistry under the celebrated Berthollet,Fourcroy and Vanquelin, and who became professor of chemistry at the Ecole Polytechnique and at the College de France and who was made a Peer of France in 1832 by King Charles X.

Armand S. Seguin, the former demonstrator under Fourcroy, became immensely wealthy through the supply of drugs to the army during the republic, the empire and the resurrection. Curtois was employed in the laboratory of the banker-chemist at Jouy en Josas, and was helpful in the isolation of a crystalline substance having an alkaline reaction from opium. Seguin brought his researches before the Institute de France on December 24, 1804, in a paper "Sur l'Opium," which paper, however, was not published until 1814 in the Annales de Chimie, Vol. 92, page 225. He came very near getting the Montyou prize of 2,000 francs, which was captured by the German apothecary, Friedrich Wilhelm Adam

Serturner, "because he was the first to recognize the basic character of morphine and has thus opened the way for future discoveries in pharmacy, chemistry and medicine." It might be mentioned that such an authority as Vanquelin gave credit to Courtois for the discovery of morphine in 1804.

DISCOVERY OF IODINE.

The foregoing proves that Courtois was well fitted to become a research chemist equally as renowned as his eminent teachers, but he became commercialized and took up technical chemistry for a livelihood, and in 1804 began the manufacture of artificial saltpeter in the Rue de Regard in Paris. He employed the ashes of seaweed, called "varec" in French and "kelp" in English, to prepare a lye, which, of course, contained principally sodium carbonate. This was decomposed with nitrate of lime, which formed a solution of sodium nitrate and a precipitate of calcium carbonate. When Courtois used this method in a copper boiler, he discovered that the solution attacked the metal. He at first suspected that the cause of this trouble lay in a poor quality of varec, but after numerous experiments he found that the ashes of all sea weeds had the same deteriorating effect. Courtois furthermore discovered that after the crystallization of soda from the lye of varec, the remaining mother liquor when accidentally heated with sulphuric acid evolved beautiful violet vapors, which sublimed into scales having a grayish-black color and a bright metallic lustre. It was Courtois who discovered that when this substance was treated with ammonia an explosive compound was formed, and it was Courtois who recognized the corrosive action of the scales upon organic matter.

As usual, commercial or industrial chemists were too busy for further and deeper researches. Courtois had to make saltpeter, and had no time to investigate the violet vapors or the metallic scales. However, he communicated his experiments to his friend Clement, a chemist, who presented a report of these interesting experiments to the Academy of Sciences at Paris on November 20, 1813, one hundred years ago, and eighteen months after Courtois discovered the new substance.

It might be of historical interest to pharmacists to learn that Charles Bernard Desormes and his son-in-law, Clement, whose first name, however, is not recorded in any of the numerous works which have been consulted by the author, operated an alum factory at Verberie. The names of Clement and Desormes are perhaps best known through their thorough investigations of carbon disulphide and their splendid pioneer work in thermo-chemistry.

DISCOVERY OF THE ELEMENTARY NATURE OF IODINE.

Sir Humphry Davy, the "traveling chemist," on his way to Italy, by special invitation of Emperor Napoleon, stopped over in Paris and was present at the reading of this paper by Clement. Up to that time no suggestion was made either by Courtois or Clement of the elementary nature of this substance. Clement gave the English chemist some of the crystals and asked him to further investigate the same. Sir Humphry Davy, who in 1811 discovered that chlorine was an element, suspected the very same thing of this substance and commenced experiments at once which convinced him of this surmise.

However, Gay-Lussac, the French chemist, got ahead of the slower English authority by presenting the very same facts in a paper which he read at the Academy of Sciences on December 6, 1813. Five days after the reading of this paper Sir Humphry Davy complained of this trick played by the French chemist in a letter to Mons.le Chevalier George Leopold Cuvier, the Commissioner of Education, making the claim of priority. The matter was referred to Ferdinand Hoefer, the great French historian, who thoroughly investigated the circumstances and thereupon announced that Sir Humphry Davy was entitled to the discovery of the elemental nature of iodine. Even the French historian Raoul Jagnaux in his "Historie de la Chimie." Vol. I, pages 522-524, who quotes the pharmacist-chemist Wurtz on the title page :

"La chimie est une science francaise
Elle fut constituee par Lavosier d'immortelle memoire."
("Chemistry is a French Science which Lavosier made immortal"),

gives credit to Sir Humphry Davy as the first to recognize the elementary nature of iodine. It is, therefore, surprising that most of the books give this credit to Gay-Lussac, whose name has been made immortal by his classic "Memoire d'Iode," published in 1814.

ETYMOLOGY OF THE WORD IODINE.

Sir Humphry Davy named the substance "Violaceous Gas," on account of the color of the vapor. From the Greek "ioeides"—that is, violet colored—Gay-Lussac named the element "Iode," in French, from the Latin "Iodum," the German "Jod" and the English "iodine" are derived. Therefore Gay-Lussac deserves credit for the proper name of this element. The Greek "Ion" 'or "violet" was originally "Fion," from which the Latin "Viola" and the German, English and French "violet" are derived.

INTRODUCTION OF IODINE IN THERAPEUTICS.

Jean Francois Coindet (1774-1834), the founder of a generation of physicians, studied in Edinburgh and became one of the best known physicians of his time, settling in Geneva, Switzerland. Spongia Usta, or burnt sponge, was largely used at that

time against scrofula and goitre, and Coindet suspected that iodine was its active constituent, the same as in sea weed. In 1819 he came across a formula for a goitre remedy which contained the ashes of Fucus vesiculosus, bladder wrack or sea wrack, under the name of Aethiops vegetabilis. The chemist Alexander Fyfe (1792-1861), who later became professor of chemistry at the University of Aberdeen, discovered iodine in bladder wrack and other sea weeds, and Jean Baptiste Dumas (1800-1884), the celebrated pharmacist and chemist of Geneva and Paris, discovered iodine in a burnt sponge. Coindet employed iodine in the form of an ointment, or as an alcoholic solution, or as a solution of iodine and potassium iodide, which latter chemical in those days was called "iodurretted-hydriodate of potass." The latter he found the safest preparation for internal use. On July 25, 1820, Coindet gave his experience in a paper, "Decouverte d un Nouvean Remede (Iode) Contre le Goitre," at the meeting of the Society of Natural History of Geneva. Coindet was the first to make an extensive study of iodine therapy and introduced iodine and its preparations into medicine.

Here again a dispute arose, as Dr. J.B. Straub, of Hofwyl, Canton of Berne, used hydriodates of soda and lime in the treatment of goitre and published a paper thereon in Naturwissen-schaftlicher Anzeiger der Allgemeinen Schweizerischen Gesellschaft on February 20, 1820.

J. G. A. L. Lugol (1786-1856), the celebrated physician at the Hospital Saint-Louis in Paris, was also instrumental in introducing iodine into therapy, and his name will live forever in pharmacy and medicine on account of Lugol's solution.

REWARDS.

In the case of iodine, science has been thankful to the pharmacist who discovered the substance, and also to the physician who introduced it into medicine. In 1832 the Academy of Sciences in Paris awarded 6,000 francs to Bernard Courtois, who had been ruined financially in 1815 by the competition of natural, duty-free saltpeter from Chili with the artificial saltpeter, or sodium nitrate, which he was manufacturing. However, Courtois became a spendthrift and died in poverty in Paris in 1838.

The Academy of Sciences also awarded a prize of 3,000 francs to Coindet, the physician who had so promptly made medical use of the discovery of Courtois.

May this story of the discovery of iodine and the determination of its elementary nature, just one hundred years ago, serve as an example of the interesting history of pharmacy and chemistry ! May it arouse and strengthen the interest in the history of our noble profession, and may the discoveries and work of the "fathers of pharmacy," men actively engaged in the drug business, be an everlasting credit to pharmacy !

CANADA'S PRODUCE TRADE.

An abstract of the trade of Canada for the 12 months ending with November last shows that Canadian millers were able to compete in foreign markets against a duty or in free trade Britain to an extent of an export trade valued at $20,136,938, an increase of approximately $1,000,000 over the preceding twelve months. Of the total exports of flour, the United Kingdom took $11,773,493. The value of the Canadian flour exports to the United States was $59,269.

The cheese exports for the twelve months ending with November last totalled $19,138,500, a decrease of about $2,000,000. The export of butter totalled only $298,150, of which the United States took nearly half.

It is interesting to note that settlers effects to the value of $15,109,250 were brought into the country, while settlers' effects to the value of $2,622,700 went out. There was a decrease of about half a million dollars' worth in the amount coming and an increase of about half a million dollars' worth in the amount going out.

During the twelve months the imports included breadstuffs to the value of $10,774,302, of which $7,265,206 came from the United States; provisions to the value of $11,250,126, of which $7,947,968 came from the United States; vegetables to the value of $3,281,683, of which $2,489,495 came from the United States; fruits to the value of $17,056,412, of which $12,864,406 came from the United States.

Exports of Canadian produce to Great Britain during the twelve months totalled $216,507,874, an increase of $44,336,109. Exports of Canadian produce to the United States totalled $188,731,853 an increase of $40, 298,132. Imports from the United Kingdom totalled $141,428,651, an increase of $9,465,526. Imports from the United States totalled $438,469,955, an increase of $23,935,596, The total trade with the United Kingdom increased by nearly $54,000,000, while the total trade with the United States increased by a little over $64,000,000.—The Commercial.

SANOL MANUFACTURING CO. APPOINT EASTERN AGENTS.

We are informed that the Sanol Manufacturing Co., of Winnipeg, have recently appointed E. G. West & Co., Toronto, as distributing agents for Ontario, and Messrs. Shaw & Evans, of 393 St. Paul St., Montreal, for the Province of Quebec.

This will be good news for the druggists, as it will greatly facilitate the handling of their goods.

THE FACT

THAT

GIBSON'S CREAM TOFFEE TABLETS

GAINED the GOLD MEDAL and GRAND PRIX at Exhibition of the Institut International d'Alimentation and d'Hygiene, held recently in Paris, is just one more link in the long chain of evidence which goes to prove that this delicious sweetmeat is building up for itself an unique reputation in the history of confectionery. Gibson's Cream Toffee—every tablet stamped "Gibson"—is now known to the consumer in the principal countries of the world as the finest product of the confectionery art, and, as such, is rapidly becoming a household word. The number of testimonials Gibsons have received from their Chemist friends is ample proof of this assertion.

Packed in cases that contain 12 5-lb. bottles, which bottles, when set out, make an attractive display.

Medicated and High-class

LOZENGES, PASTILLES,

and ALL B. P. C. Compressed Tablets.

ROBERT GIBSON & SONS

LIMITED

MANCHESTER and LONDON

Photography

What may be called the "snapshot" season will soon be upon us. Although of late years the number of cameras in use during the winter months has largely increased, it cannot compare with those used in the spring and summer, when practically every other person seems to possess a camera.

The picnic parties, summer vacations, and various other forms of enjoyment, all suggest an invitation to the camera fiend.

Last year many druggists made money out of local post card views, and they are going into it this year with renewed vigor.

One drug clerk last summer struck on a very bright idea. Every afternoon off, which occurred once a week, besides an hour or two extra once or twice a week, he strolled around his district, that is, the district surrounding his employer's store. He would take pictures of some of the more attractive houses, and after developing them would call on the owners of the houses, and in most cases would sell them two or three, and sometimes six pictures. His employer gave him the privilege of developing late in the evening, when business was quiet, and in this way he was able to make a little extra money without interfering with his work.

SLOAN'S DRUG STORE, YONGE ST., NORTH TORONTO.

This is a good idea and might well be followed by druggists, not only in the country but in the city.

REDUCING CONTRAST BY TONING.

A negative made some time ago of a rather difficult subject proved on development to be of such intolerable harshness as to be quite useless: the shadow-masses being practically clear glass, the writer thought it hopeless to apply any after-treatment. While blue-toning some bromide prints the idea presented itself that this process applied to negatives would render the highlights much more pervious to the actinic rays, and so the negative was toned to a brilliant blue, when it yielded a print of delightful quality.

A GOOD PICTURE OF A BERLIN DRUG STORE.

Any of the formulae for the blue-toning of bromide prints may be used, and will be found to alter to a remarkable degree the printing quality of a negative which is of a robust nature, and the prints appear to suggest color-values more faithfully, and to convey a better sensation of atmosphere. The silver deposit becomes more actinic by degrees, and the action may be stopped at any time, half an hour's washing completing the operation. If, after a print has been taken, still further reduction of contrast is desired, the toning can be resumed; only in cases of extreme harshness will it have to be carried to the stage of brilliant blue. Printing should be done on a development paper, not on P.O.P.—The Amateur Photographer.

"My friend Wombat says he can't keep up with his orders."

"Is he a manufacturer?"

"Oh, no. Merely a man with a wife and four grownup daughters."

A horse dealer was trying to sell a horse afflicted with heaves, and said to the prospective buyer: "Hasn't he a fine coat? Isn't he a dandy?"

"His coat's all right, but I don't like his pants.

The Vital Question of Profit in the Retail Drug Business.*

By Harry B. Mason, Ph. G.

I have for fifteen years been observing the conditions under which druggists do business: I have visited them frequently in their stores; I have conducted a large correspondence with them; and the journal with which I am connected has examined and commented on hundreds of annual statements from druggists. I have discovered, beyond any question of doubt, that a lot of men—the majority of men—simply do not know how much money they are actually making, and have never taken the trouble to find out with any accuracy. There are hundreds of druggists in this country to-day who are losing money on their business and who will not discover it until they are forced into bankruptcy. There are thousands who, not deceived to quite this extent, are not making anything like so much money as they fancy; and every one of these men could work a radical improvement in his business if he only knew the facts and understood the necessity of correcting his faults.

FOUR THINGS EVERY DRUGGIST SHOULD KNOW.

Now there are four things which it is absolutely essential that every druggist should know about his business if he wants to conduct it intelligently:

1. He should know his percentage of expense.
2. He should know his percentage of gross profit.
3. He should know his percentage of net profit.
4. He should know his entire income from the business as a whole.

With this information a merchant can so price his goods and so conduct his business as to make a decent profit. Without it he is simply groping in the dark and quite as likely to fail as to succeed. These four things are easily discovered. They do not call for any elaborate system of bookkeeping. They do not necessitate any great amount of work. They do not require mathematical or bookkeeping skill. They are all very simple indeed, like most things that are of vital importance—quite as simple as plain honesty or plain virtue.

THE NECESSARY RECORDS.

I propose to indicate, as briefly as possible, just what records are necessary in order to arrive at these four essential facts. Your ledger need cover only the following items:

1. Sales.
2. Purchases.
3. Expenses.

These three things are practically all you need, except that occasionally you will desire, if you are a wise druggist, to repeat this record of sales, of purchases, and of expenses with some particular department in your store. You will frequently want to know, for instance, whether your candy case, or your soda fountain, or your cigar department, is yielding what it should, and you will then keep tab on the sales, purchases and expenses of these special departments. Waiving that for the moment, however, let us ask, how shall you keep this ledger?

As for the original entries, these may be treated exactly as you treat charges or credits for or against customers. Make them in a day book if you use a day book; put them on slips if you use slips. Every time you buy a bill of goods, or pay out money for an expense, or figure up the day's sales, or do anything else falling within the scope of these business records, simply enter it as you would when a customer buys goods on credit. In posting from the day book or the slips carry the customer's accounts to the regular ledger, and the business records to the special ledger, giving totals only. If it takes you ten minutes every morning to do your regular bookkeeping, it won't take you three minutes more to include this special business bookkeeping. Is it not worth this slight expense of effort? The advantages are great and far reaching.

AN ANNUAL STATEMENT

At the end of the year it is necessary for the druggist to get his facts together and draw up some form of annual statement. Here is a simple method which will answer the purpose, and which I have already suggested on several occasions:

1. Total sales.
2. Purchases.
3. Stock increase or decrease as shown by the inventory.
4. Cost of goods sold.
5. Gross profits.
6. Expenses.
7. Net profits.
8. Total income.
9. Inventory of stock.
10. Inventory of fixtures.

Item No. 2, purchases, must have added to or subtracted from it the increase or decrease in the permanent stock shown by the annual inventory. We thus arrive at item 4, the cost of the goods actually sold during the year. Deducting this amount from the sales, we arrive at item 5, the gross profits. Deducting in turn the expenses from the gross profits we arrive at net profits. The druggist's total income, item No. 8, is obtained by adding the proprietor's salary, taken from the expense account, to the net profits. Items Nos. 9 and 10 are self-explanatory.

*Address delivered before the Quarterly Meeting of the New York College of Pharmacy January 29, 1914.

Now it would be possible, and doubtless profitable, to comment at some length on the various items in this schedule, but I shall pass over them very quickly. There is, for instance, a whole lecture possible on the subject of expenses alone. Very few druggists know how to keep a proper expense account. They fail to put things in which belong there, and thus they arrive at a low percentage of expense that is very deceptive and that costs them hundreds of dollars annually. A proper expense account ought to include these things: (1) taxes, (2) insurance, (3) fuel, (4) light, (5) water, (6) rent, (7) proprietor's salary, (8) clerk hire, (9) advertising, (10) telephone, (11) telegraph, (12) office supplies, (13) postage, (14) repairs, (15) delivery service, (16) donations, (17) subscriptions (18) depreciation in stock fixtures and losses in bad accounts.

But you have drawn up your annual statement, let us say, and you have done it correctly. Very well, how shall you produce from it the facts you want to get at—in particular the four things which I have declared every druggist should know about his business? You will remember I said that every druggist should know his percentage of expense, his percentage of gross profit, his percentage of net profit, and his total income from the store.

ARRIVING AT FOUR ESSENTIALS.

Your percentage of expense is gotten by dividing total annual expenses by total annual sales. Suppose, for instance, you had annual sales of $12,000 and expenses of $3,600. You know at once, then, that your percentage expense is 30. The percentage of gross profit, on the other hand, is gotten by dividing the total gross profit for the year by the total sales. We have assumed annual sales of $12,000; we may go a step farther and assume gross profits of $4,800; and we therefore find a percentage of gross profit amounting to 40. What next is the net profit? The net profit is, of course, the difference between the percentage of expense and the percentage of gross profit, and in the present case we find this to be ten per cent.

As to the fourth requisite, the total income from the business, this is easily gotten by merely adding the proprietor's salary, taken from the expense account, to the total net profits. If, for instance, the proprietor in this imaginary business of $12,000 a year pays himself a salary of $1,500, and makes net profits of $1,200, his total yield from the business is $2,700. This, then, represents actually what he has made from the store, without any possible chance of deception.

THE USE OF THIS INFORMATION.

In what I have said so far I have done little else but explain how a druggist may keep a simple series of business records so as to learn the important facts about his percentage of expense, his percentage of gross profit, and his percentage of net profit. I come now to the next phase of the subject: how shall these facts, so discovered, be used in the actual conduct of the drug business? What is their bearing? I have said that these things should be known by every druggist, that it is absolutely impossible to do business wisely without them, and that the druggist who ignores them is criminally negligent of his own welfare. Why is this so?

In answering these questions I may say at the outset that the benefits of such information are almost innumerable. If the druggist's expenses are too great he can see the cardinal necessity of cutting them down. If his gross profits are too small he can likewise see the necessity of jacking them up. If he is necessarily selling too many things at a low yield of profit, he can scratch his head and put in other lines that will bring up the general average. If he discovers that his prescription business isn't at all the profit maker that he thought it was, he can charge more for his services—the big fellows do it, even if they are supposed to be cut raters.

THE ACTUAL PRICING OF GOODS.

To be more specific, I may say that the percentage of expense is something that a druggist should know accurately every time he fixes the price on an article. He should understand to a nicety just what it is going to cost him to sell that article—a hair brush, for example. The druggist who doesn't know his cost is the druggist who sells a lot of goods at figures so low that he does not pay expenses on them, let alone making any profit for his own pocket.

Now suppose we know that our percentage of expense is 24, and we want to get a gross profit of 34 or 35 percent. in order to make a decent net profit. This hair brush costs $1. What price, then, shall we put on it? You understand of course, that all the figures I have given have been based on sales and not on costs. We must therefore make a gross profit on this brush of 35 percent. of the selling price. How shall we arrive at this unknown selling price? Well, this price represents 100 percent., of which 35 percent. is profit and the remaining 65 percent. cost. The problem may then be stated as follows: $1 is to 65 as X is to 100, and the answer is $1.54. Incidentally this example teaches us that every article which costs a dollar must be sold at an average price of $1.54 to make a gross profit of 35 percent. on the selling figure. Does every druggist in the audience to-night know this interesting fact? Does every one know that to realize 35 percent. on the selling price he has got to realize 54 percent. on the cost price?

A COMMON SOURCE OF ERROR.

This brings me incidentally to consider for a minute or two the confusion existing in the minds

of many merchants between percentages based on costs and on sales. A druggist often takes a percentage calculated from the sales and then applies it unthinkingly to costs, thus making a cruel mistake which robs him of his profit entirely. Some years ago the Burroughs Adding Machine Co. published an advertisement in one of the national magazines requesting answers to the following question: "A certain article costs $1 wholesale. What will it have to be sold for to allow a net profit of 10 percent., after allowing 22 percent. for the cost of doing business?" Something like one thousand replies were received, of which 750 were wrong. The answers ranged all the way from $1.10 to $1.60. The majority gave the selling price as $1.32, notwithstanding the fact that an explanation was printed at the bottom of the advertisement declaring this answer to be incorrect. The very common mistake was made by these men of basing their percentage expense upon the selling price, their percentage of profit on the cost price, and expecting they would get accurate results. This was the whole source of the trouble.

Here is the proper way to tackle a problem of this character: The article costs $1. Your cost of doing business is 22 percent., and you want to make a net profit beyond that of ten percent.— a total of 32 percent. The cost figure of $1 therefore represents 68 percent. of the final selling price. Is this perfectly clear? Suppose, again, your expense is 40 percent., and you want to make a net profit of 10 percent. You would then have to realize a total profit on the selling price of 50 percent. Now considering 100 percent. as the final price you get, and subtracting 50 percent. of this for profit, you have left a residuum of 50 percent. for cost, and the $1 which you pay for the article therefore represents 50 percent. of your selling price. You must consequently double the cost and sell the article for $2 if you want to realize your 40 percent. of expense and your 10 percent. of net profit.

COST VS. SELLING PRICE.

It is because of this confusion that I have recently advocated the basing of all percentages on the cost instead of the selling price. The cost method is the one invariably given in all of the arithmetics, the one taught in all the schools, and the one followed by all the manufacturers in every line of trade. Most retail merchants, however, use the selling method. It really doesn't make very much difference which method is employed, so long as it is employed intelligently. But I want to emphasize the principle that both the percentage of expense and the percentage of profit be calculated from the same base. If you figure everything on the selling price, then see to it that you consider nothing else but selling figures. Never do any calculating at all from the cost prices. Ignore costs entirely as a settled policy. In putting a price on a new article do not figure your profit from the cost, but figure it exclusively from the selling price.

It is just because it is rather difficult to figure from the unknown selling price, and because it is much easier to calculate from the known cost price, that in the recent address to which I have referred I recommended using the cost method. Nevertheless, however, in this address to-night, I have used selling figures entirely, because it is the general practice of druggists to employ them, and I want to make it clear that all the percentages I have given have been based upon sales and not upon costs. Please do me the kindness to keep this fact constantly in mind.

THE GREAT DIFFERENCE BETWEEN DRUGGISTS.

Now as I get along toward the end of my address I want to hark back to my statement that the great majority of druggists are failing to make as much money as they should, and that they could do far better if only they had the facts upon which to base some improvement. To prove my point let me tell you something about the difference I have discovered in the profit making capacity of druggists. Two or three years ago, in an address delivered out in Iowa, I gave the facts about twenty-five druggist and their incomes. I found that in these twenty-five stores the percentage of gross profit ran from 31 percent. to 51 percent.! Let this sink in, gentlemen—gross profits ranging from 31 to 51 percent.! Think of it! The percentage of expense, in the meantime, ran from 18 to 35! Thus the percentage of profit realized by some druggists was less than two-thirds that of their neighbors, while it cost some of them twice as much to do business as did others!

There is no excuse for wide variations of this character. It is true that some druggists have to meet more competition than others; that prices vary in different localities; that as a rule expenses are higher in the city than in the country, but with a full realization of such conditions I am nevertheless convinced that these things do not explain except in part the widely varying incomes which different druggists derive from their stores, and that in the last analysis the results can be traced directly to the druggists themselves.

Is it possible to say with any degree of accuracy what the percentage of expense and the percentage of gross profit ought usually to be? In collecting the facts about the twenty-five druggists to whom I have just referred I discovered that the average gross profit of these men was 38 2-3 percent. The average expense, on the other hand, was 24½ percent. My experience leads me to believe, after studying the statements of many other druggists beside those represented in this case, that

these averages are pretty nearly typical of what you will find the country over. I have often said, for instance, that the usual percentage of expense was 25 and the usual gross profit from 35 to 40.

KNOWLEDGE IS POWER.

I believe that every druggist ought to hold these average figures before him, and strive in every possible way to attain them. He will do this if he knows the precise facts about his business, and this is the prime reason I have for advocating such a series of records as I have proposed. Knowledge is power. If the druggist realizes that things are not as prosperous with him as he supposed, and if he understands the necessity of reform, action will be forthcoming.

KNOW WHAT YOU WANT—THEN GO RIGHT AHEAD AND GET IT.

You will find some sound advice and straight business talk in the following article. "What did you make in 1913" is a question that few druggists could answer with any degree of accuracy. Think it over, and make up your mind that during the present year you will know exactly where you stand. We are indebted to the Western Druggist for this interesting article.

What did you make of 1913? What are you going to make of 1914? Whether you will "make good"—whether you will improve your standing with the firm and increase your knowledge of the business; whether you will earn more money, get more money, and, what is more important still, whether you will lay the broad foundations of future success as a valued employee or, possibly, as employer in a store of your own, depends more than anything else upon yourself.

"Half the failures, half the fellows who never get beyond holding down an unimportant job, at a small salary," said an employer of many men the other day, "have quite as good brains and education as the chap who goes by them like an express train past a post. Only he knows exactly what he wants, and goes after it with all there is in him. You can't stop the one kind—and you can't boost the other."

How about you? Do you know what you want? Think it over.

If you do know, thoroughly and clearly, and want it hard enough, you'll get it. Or at least you'll come mighty close to getting it, and you'll certainly be one of the movers, not one of the stickers in life.

If you know what you want you won't haphazard in your aims, and your energies will be directed into a single channel. There won't be what efficiency experts call "waste movements."

Try, then, right away, to arrive at a clear understanding of what you want. After that study out the steps necessary to get it and begin on the nearest one.

Formulary

BELLADONNA COLLODION (FLUID BELLADONNA PLASTER)

Alcoholic extract of belladonna leaf, a quantity containing 37 grains of alkaloids.

Camphor	108 grains
Gum cotton	185 grains
Alcohol, stronger ether, each, to make	16 fl. oz.

Dissolve the extract in 7½ fluid-ounces of alcohol, add the same volume of stronger ether, set aside for 24 hours, decant, dissolve the gum cotton and camphor in the liquid, and equal parts of stronger ether and alcohol enough to make 16 fluid-ounces.—National Druggist.

COMPOUND OINTMENT OF RESORCINOL.

Wm. Dulin (Proceedings Pennsylvania Pharm. Assn.) says that the water in the hydrous wool fat used in the base of this ointment dissolves the resorcinol which, in turn, acts on the oil of cade, causing a gradual discoloration in the ointment. He therefore suggests that the hydrous wool fat be replaced by the anhydrous, the formula now being as follows:

Resorcinol in fine powder	6 parts
Bismuth subnitrate	6 parts
Zinc oxide	6 parts
Oil of cade	12 parts
Paraffin	10 parts
Petrolatum	25 parts
Anhydrous wool fat	35 parts

Melt the wool fat, petrolatum and paraffin in a jar on a water bath until all are liquid. Place the resorcinol, bismuth and zinc oxide on a slab, pour on a portion of the liquid fats and rub smooth. Transfer all back to jar and heat slightly until a uniform mixture results. Add the oil of cade and stir occasionally until cold. The operator must be careful not to allow a drop of water to splash in from the water bath as this will start discoloration. This formula will also prevent the granulation which sometimes appear in this ointment.

EUCALYPTUS EMBROCATION.

Oil of Eucalyptus	1½ ounces
Camphor	½ ounce
Oil of turpentine	12 ounces
Water	12 ounces
Acetic Acid	12 ounces
Eggs	6

STIMULATING LINIMENT.

Oleic acid	3 drs.
Borax	20 grs.
Water	4 drs.
Ammonia	4 ozs.
Chloroform	1 oz.
Oil of turpentine	2 ozs.
Cottonseed oil, enough to make	16 ozs.

VETERINARY STIMULATING LINIMENT.

Oil of turpentine ....16 fl. oz.
Camphor... .... 1 ounce
Soft soap .... 2 ounces
Distilled water..... .... 2 ounces

Mix the soap with the water; dissolve the camphor in the oil of turpentine; mix the two, and bring down to the desired consistency with water.

LINIMENT OF AMMONIA.

An ammonia liniment that yields a product that neither thickens nor separates.

Ammonia water... .... 1 part
Olive or any similar vegetable oil .... 2 parts
Liquid paraffin..... ... . 1 part

Mix and shake well, the liquid paraffin being added last and in small quantities at a time.

"Part" means parts by volume.—Pharm. Jl.

NEURALGIA REMEDIES.

1.—Menthol .... 45 grains
Cocaine..... .... 15 grains
Hydrated chloral .... 10 grains
Petrolatum ....300 grains

2.—Tincture aconite..... .... 5 parts
Tincture chloroform..... ..... 5 parts
Lard .... 20 parts

3.—Oil peppermint..... .... 8 parts
Tincture aconite .... 4 parts
Chloroform .... 2 parts

Poison! Apply every half hour.

4.—Camphor .... 1 part
Hydrated chloral..... ..... 2 parts
Chloroform..... .... 4 parts
Alcohol .... 4 parts

Poison!—Southern Pharm. Jl.

Castor-Oil Preparations.

The Apotheker Zeitung gives the following:

TASTELESS CASTOR OIL.

Saccharin .... 0.12 gram.
Vanillin..... .... 0.12 gram.
Oil of coriander..... ..... 0.30 gram.
Alcohol (95 p.c.)..... ... 15.00 grams.
Castor oil .... 240.00 grams.
Olive oil .... 60.00 grams.

Dissolve the saccharin, vanillin and oil of coriander in the alcohol. Mix the olive oil with the castor oil, and finally shake the whole together.

"PREPARED" CASTOR OIL.

Castor oil..... .... 360.0 grams.
Fluid extract of glycyrrhiza 30.0 grams.
Oil of coriander..... ... 0.3 gram.
Oil of anise .... 0.3 gram.
Oil of cinnamon..... .... 0.3 gram.
Oil of lemon..... .... 0.6 gram.
Glycerin, sufficient to make ....1200.0 grams.

Dissolve the essential oils in a small quantity of alcohol and add to the fluid extract of glycyrrhiza and glycerin, previously mixed. Then add the castor oil, with constant stirring. The Apotheker Zeitung states that if the preparation of the mixture be carefully carried out, a readily flowing product, with the taste of castor oil quite absent, is obtained.—Nat. Druggist.

SUPPOSITORIES FOR PILES.

In the Deutsche Med. Wochenschrift, Jungerich advocates the use of the following suppositories in hemmorrhoids:

R Bismuth oxychloride..... ... .0.1 gm.
Zinc oxide..... ... .0.15 gm.
Solution Adrenalin Hydrochloride (1 in 1000)..... ....0.005gm.
Eucaine hydrochlor ....0.05 gm.
Menthol..... ... .0.05 gm.
Hydrous Lanolin..... ....0.5 gm.
Paraffin q.s. to make ... .2.0 gm.

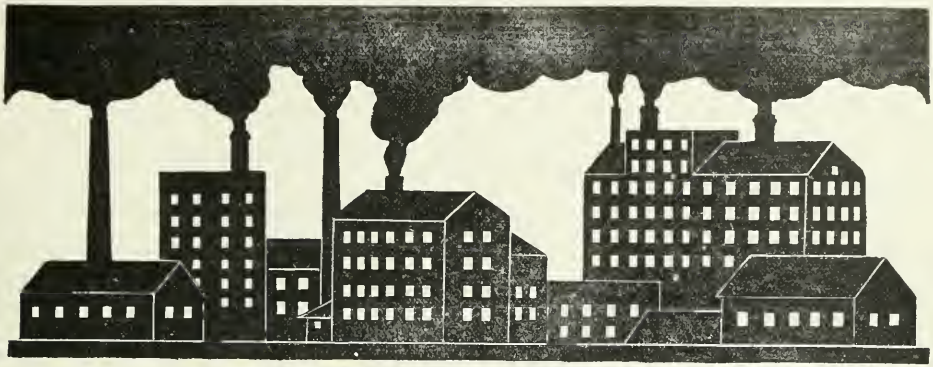
CHANGE OF ADDRESS.

The Howard Sons, Limited, chemical manufacturers, of Great Britain, moved their offices and warehouse from Stratford, near London, to Ilford. This change was a case of the office and warehouse joining the main factory, which has for some time been located at Ilford. This firm is represented in Canada by Lymans, Limited, Montreal, and Lyman Bros. Company, Toronto.

"MAC."

We note from a letter sent out recently that Mr. C. MacEachern, better known as "Private Stock Mac," who during the past seven years has introduced Patterson's Toronto Chocolates throughout a goodly portion of Canada, has been placed in charge of the production and distribution end of the business. This sounds like a good husky task, and his many friends in the drug trade wish him success with it. But then Mac always did like a man-sized job.

CREDIT MEN
Should see that their firm's travelers are provided with
The New Revised
Canada Reference Book
Now ready for delivery.
Also turn over your delinquent accounts to our Collection Department.
R. G. DUN & CO.
70 Bay Street



FROM FACTORY TO STORE

A BUYING PROPOSITION

"Up to and a little ahead of date."

An opportunity your business cannot afford to pass up.

A wonderful display of this year's

Holiday Gift Goods for Import

All that is new in Artistic and Rich Bronze, Copper, Pottery, Glass, Silver Deposit and Gold Plate.

Toilet Requisites.—useful and ornamental articles for the home. Everything suitable for gifts—Parisian Ivory, Porcelain, Ebony and Leather.

We are opening our new warehouse with this grand display on **March 9th.** If unable to pay us a visit, write for appointment elsewhere. You will not be disappointed.

WARWICK BROS. & RUTTER Limited

Importers of Gift Novelties

TORONTO

FIXED PRICES BEST FOR ALL

BEST FOR THE DEALER

Price Maintenance protects the retail merchant from unfair competition, from the price-cutter who opens a store near by, conducting a business on a "cheap" and unreliable basis, destroys the trade and prestige which has been built up by long, hard effort.

Price Maintenance means profit maintenance for the retailer. It safeguards his profits and makes them stable. If the price-cutter is allowed to flourish, the profits of all the retailers will eventually be forced down and the entire business will deteriorate.

Price Maintenance makes selling easier. It instills public confidence in the integrity of the retailer and the quality of his goods. You can sell a prospective far easier if he knows that he is paying the same price that everybody else pays.

Price Maintenance means quality maintenance. The prosperity of the retailer depends on the quality of the goods he buys from the manufacturer. If price-cutting becomes the established rule, the manufacturer cannot maintain the same high quality in his products, the public will refuse to buy inferior goods, the retailer will suffer.

Price Maintenance is the bulwark against business ruin. It is the one method whereby every merchant, big or little, trades upon an equal basis with every other merchant. It means fair play, honest reward for honest merchandising. Price-cutting, on the other hand, means a free-for-all., cut-throat fight, a general depression of values, and the eventual degredation of the entire drug business.

BEST FOR THE PUBLIC

Price Maintenance means that the prices are right. It is the one great protective method whereby the buyer is certain that he is paying exactly the same price that everybody else pays for the same goods.

Price Maintenance means that the quality is right: that the goods are worth exactly what the buyer pays for them. With the general bait of "Bargain!" to catch the buyer, the price-cutter frequently deceives him into buying goods of inferior quality, under the delusion that he is getting high-grade goods on which the prices have been cut. Price Maintenance shields him from this lure. "Cheap" prices always means "cheap" goods.

Price Maintenance means that the store is right: that the public can trust the character of the merchant and the character of the goods. Doubt and suspicion are removed from the buyer's mind and he can rest comfortably assured that he is not dealing with mountebanks and "sharpers."

Whatever is best for the public is best for the dealer. Price Maintenance protects both.

(From the Keystone)

Be Able to Fill Orders for

PINEX

The Big Selling Cough Remedy.

IS now the largest selling Cough Remedy in the U. S., and is rapidly gaining the same position in Canada.

This remedy was designed by a Pharmaceutical chemist to take the place of a thousand and one home-made cough remedies, upon which the druggist makes little or no profit.

These people are being educated to buy Pinex (50c), getting a better remedy, and paying the druggist a good profit

Pinex has brought to the druggist a big volume of new business from people who would not buy an ordinary cough remedy.

It is a clean, meritorious pine-tar preparation.

A quick repeater. You can stock it safely.

The sale is guaranteed.

Unsold bottles returnable at any time.

Order a few bottles from any jobber.

$4.25 per dozen. Retails at 50c.

Manufactured by

THE PINEX CO., TORONTO, ONT.

THE CANADIAN DRUGGIST

is the

Best Advertising Medium

For Wholesale Druggists and Manufacturers of Perfumes, Toilet Powders, Hair Brushes, Combs, Shaving and Fancy Soaps, Photographic Supplies, etc.

Send your copy in and give us a three months' trial.

THE CANADIAN DRUGGIST
TORONTO

PROFITABLE SIDE LINES

SEND FOR OUR 800 PAGE CATALOGUE

The OSKAMP-NOLTING Co.

411-413-415 Elm St.

CINCINNATI, OHIO

The Consolidated Fruit Jar Co.

New Brunswick, N. J.

—MANUFACTURERS OF—

Sprinkler Tops,
Talcum and Tooth Powder Tops,
Aluminum Collapsible Drinking Cups,
Plain & Decorated Collapsible Tubes,
All kinds of cast metal goods.

Sole Manufrs. of Drummond Pat. Closed Tube

WRITE FOR PRICES

KEATINGS POWDER KILLS BUGS

Order Your Keating's

THE sales of Keatings Powder increased 80 per cent in 1913 over the sales for 1912. A better season still is coming. Effective advertising together with a commodity that fulfills every demand.

Keating's Powder kills Bugs but is harmless to animal or human life.

Theatrical Supplies, 1914

—We are Canadian Agents for—

HESS THEATRICAL GOODS

and carry in stock a complete list of their goods at lately reduced prices. We also carry:

STEINS — Burnt Cork, Grease Paints, Liners, Assorted Boxes

LYMAN'S COMPLEXION CREAM--Violet and Rose
" WITCH HAZEL CREAM
" LYMADERMA
" CAMPHOR CREAM

LYMAN'S THEATRICAL COLD CREAM--put up in 1-2 lb. and 1 lb. Tins

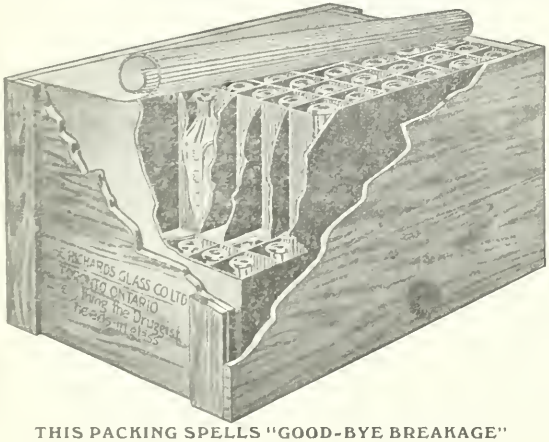
LYMAN'S — Crushed Rose, Crushed Violet, Crushed Lily of the Valley, Corylopsis — **TALCUM POWDER**

—Order above now and be prepared for the demand—

The Lyman Bros. Co., Limited, Toronto

BOTTLES WELL PACKED ARRIVE SAFELY

NO EXTRA CHARGE FOR THIS PACKING



THIS PACKING SPELLS "GOOD-BYE BREAKAGE"

Our new Cell Packing has been a trade winner The first month we packed our bottles this way our sales increased 250 per cent.

The drug trade are not slow to appreciate a good thing.

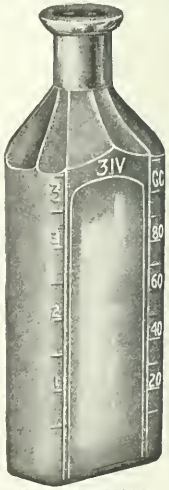
Our prescription ware is made in Canada for Canadians

Keep the cost of doing business down by buying your bottles at the right price.

We do not cork our bottles. You can do this cheaper than we can.

Buy your bottles from us and your corks from the cork man, then you will be buying right.

RIGO
Our trade name



KING & OVAL

Bottom View
Showing good label surface

THE RICHARDS GLASS CO., LTD.

182 ADELAIDE ST. WEST, - - TORONTO.

"Everything the Druggist Needs in Glass."

Trade Notes

ALBERTA.

McEwen & McIvor Drug Co., of Calgary, has opened a large branch store at 718 Third St. N.E.

Coronation Drug Store, Castor, Alta., have dissolved partnership.

Messrs. Consort Drug Store, Castor, Alta., have dissolved partnership.

Chas. Mooney, Edmonton, Alta., drugs, has opened a branch store corner 24th and Albany St.

The Veteran Drug Store, Taber, Alta., have dissolved partnership.

BRITISH COLUMBIA.

The Kirkness Drug Store, Vananda, Tuxedo Island, B.C., was destroyed by fire on January 27.

O. W. Wakelin, of Vancouver, B.C., is moving to Nakusp, B. C.

A. C. McLennan has started a new business at 750 Columbia St., New Westminster, B.C.

Mr. E. Davis, of Lynn Valley, North Vancouver, is moving his stock to 4th avenue, Vancouver, B. C.

Messrs. McDuffee Bros. & Co., of Vancouver, have succeeded E. R. Gordon in his branch store on 15th Ave., Vancouver, B.C.

NEW BRUNSWICK.

Mr. G.T. Dunham's drug store of Stanley, N.B., suffered loss by fire recently.

ONTARIO.

H. M. Myers, Stratford, Ont., has sold out.

N. B. Percival, London, Ont., has sold out his drug business.

The estate of B. A. Mitchell, London, suffered loss by fire on January 29th.

Messrs. Reid & Wright are opening a new store corner Bloor and Delaware ave., Toronto.

W. H. Maltby has started a business at 1246 St. Claire Avenue, Toronto, Ont.

C. E. Nasmyth has succeeded H. M. Myers on Downie St., Stratford, Ont.

Dalton Campbell, Gravenhurst, Ont., has disposed of his drug business.

Mr. M. S. Crooker has succeeded Mr. B.W. Donnelly, of Ancaster, Ont.

Walker Abbs & Co., St. Catherines, Ont., have dissolved partnership.

F. J. Cavanagh, Thessalon, Ont., has sold Bruce Mines Branch to O. A. Sexsmith.

Gregory & Jury have succeeded Gregory & Ryan at Stratford, Ont.

Jas. H. Gunn has moved his stock from Durham, Ont., and is located in Hamilton, where he has started business.

Messrs. The Breen Drug Co., Toronto, have sold out to J. A. Breen.

QUEBEC.

Mr. F. T. Ansell, Sherbrooke, Que., is dead.

N. Denbon has opened a new store on Dorcester Street W., Montreal.

O. H. Letourneau & Co., druggists, has been registered in Montreal.

SASKATCHEWAN.

S. J. Leveille has started in the drug business in Montmartre, Sask.

A. Ph. A MEETING.

Plans have been pretty well decided upon now for the Detroit meeting of the American Pharmaceutical Association. The meeting will be held on the week beginning Monday, Aug. 24. Hotel Pontchartrain will be the headquarters. This hotel is admirably suited to the purpose.

It has a convention floor up at the top of the building, with eight or ten rooms of various sizes, thus being well adapted to an organization like the A. Ph.A. which is split up into so many sections and auxiliaries of one kind and another. Furthermore, the convention floor of the Pontchartrain is so high up that it is away from the dirt and noise of the street on the one hand, and on the other is subjected to the cooling breezes from the river.

The Detroit meeting, indeed, is going to be delightfully cool and pleasant. Detroit is not at all like the usual American city—hot and stuffy in the summer. It is located on the Great Lakes, gets the benefits of the water breezes, and is furthermore a city of great beauty and charm. Thousands of people go to Detroit annually to spend their summer vacations instead of frequenting the customary resorts. It is a city that everybody wants to visit who hasn't already seen it, while the man who has seen it is not satisfied until he can return to it again.

Many delightful features are planned for the convention. There will of course be the customary reception and ball on Monday evening. On Wednesday from 4 to 6, there will be a reception for the ladies. The afternoon and evening of Thursday will be devoted to a boat ride, tendered by Parke-Davis & Co., and many of the attractive spots will be viewed that have helped to make the environs of Detroit so noted. On Friday there will in all probability be an automobile ride to the parks and to the famous shore drive around Lake St. Clair. Other contemplated entertainments are a smoker for the men, and either a theatre party or a ride to Bois Blanc Island for the ladies. Of course smaller entertainments for the ladies will be sandwiched in all through the entire week.

Detroit has come to be a great manufacturing

LEVER BROS., Limited

Chemically Pure

REFINED GLYCERINE

(MADE IN CANADA)

In Half Ton Drums

and 56 lb. Cans

QUOTATIONS GIVEN FOR ANY QUANTITY

SELLING AGENTS

John Cowan Co., Limited

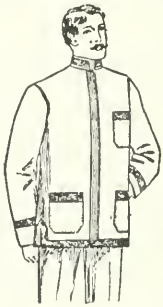
Montreal Chemical Works

1-15 Dalhousie St. - Montreal

Pepto-Mangan (Gude)
(Reg. U.S. Pat. Off.)

is *the one and only* absolutely uniform and unalterable solution of iron and manganese in the form of true organic peptonates. It is also *the one and only* preparation lawfully entitled to be known as "Pepto-Mangan," a valid trademark, which is our exclusive property. We respectfully request the trade to take due notice of these facts.

M. J. Breitenbach Co., New York, U. S. A.



"Every Coat we turn out a Winner"

Druggists' & Dispensers' Coats

Your personal appearance will be improved by wearing our made-to-measure coats thoroughly shrunk. We have a large variety of styles and strictly washable materials.

Cut shows Style No. 18

made from any material desired

Write for our swatch card showing styles materials and prices, free upon request. We can fit you by mail very nicely.

Free delivery to all parts of the world

Address:

WEISSFELD BROTHERS

115-117 Nassau St., New York City

This Ink has been known to the trade since 1835, as
PAYSON'S
INDELIBLE INK
for Marking Linen, Silk & Cotton
WITH A COMMON PEN.
Without a Preparation

THE OLDEST THE BEST

ESTABLISHED 75 YEARS

Always in **YELLOW** and **RED** wrappers

Specially Suitable for the Canadian Climate

BEETHAM'S

La-rola

THIS DAINTY TOILET PREPARATION protects the skin from the effects of Frost, Cold Winds, Hard Water, and prevents Roughness, Redness, Irritation, Chaps etc. It keeps the skin Soft and White, and adds the charm of youth to the complexion. **It will keep the skin in a perfect condition during the coldest winter.**

It is a Perfect Protection to the Skin during All Winter Out-door Exercise and Sports

Sole Makers: **M. BEETHAM & SON, Cheltenham, England**

(Through Any of the Wholesale Houses)

The Best Value
For Druggists Is

J. S. Hamilton & Co's. Brandy

DISTILLED AT COGNAC, PELEE ISLAND

UNDER EXCISE SUPERVISION

For sale in Cases 12 qts., 24 pts., 24 and 48 flasks

J.S. HAMILTON & Co., Brantford

WHOLESALE DISTRIBUTORS FOR CANADA

SPONGES

We are giving the best value obtainable in sponges. If not already on our books send us your next order and be convinced.

SHAW & EVANS, Montreal

center—famous in three particulars. In the manufacture of drugs, stoves and automobiles Detroit unquestionably leads the world. It may be that some of those in attendance upon the convention will want to visit industrial plants in various lines. Thus, for instance, ten or fifteen people may want to go through the Ford or Cadillac or the Packard automobile factory. Others may want to visit the Solvay Process Works, or any one of a hundred interesting places in the city. It is expected that arrangements will be made for a number of small trips of this kind if sufficient interest is shown by the members. It is up to them. If you are interested please write now to the local secretary so that he may get an idea of what is wanted. Address your letter to Leonard A. Seltzer, 32 Adams West, Detroit, Mich.

It may be interesting to state, too, that certain reforms are going to be inaugurated at the Detroit meeting in the conduct of the convention business. All the sessions will be held in the day time, and the evenings will be left free for rest, recreation and enjoyment. The Council, only, will meet at that time, and this will give a chance for the Sections to begin their work in the morning promptly at 9.30. Mr. Seltzer, the local secretary, is working out a plan of bulletin-boards so that a member who is sitting in one Section may know what is going on in others at the same time, thus making for a maximum of interest. Promptness will be exercised all along the line, and there is every expectation that the Detroit meeting will be a hummer !

KENT-McCLAIN AGAIN.

Mr. W. C. Avery has a very attractive store at 528 St. Clair Ave. The fixtures are in mahogany finish and the show cases of the celebrated "Minton" design made only by Kent-McClain, Limited, (Toronto Show Case Co.) Toronto.

Business-Opportunity Notices

For Sale, Exchange, Help Wanted, etc,. 50c. for 25 words or less; subsequent insertions 25c. Send cash with order.

First-class well established drug and stationery business for sale, in a good thriving Alberta town. Stock light, rent reasonable. Best reasons for selling. Apply Box 61, Canadian Druggist, Toronto, Ont.

FOR SALE.

Chemistries, physiological, analytical, etc. A splendid opportunity for students. Apply to O. S. James, 227 George St., Toronto.

SOME INDUSTRIAL USES OF SUGAR.

By George W. Rolfe.

Sugar—using the term quite in the popular sense, meaning what the grocer calls sugar—is of enormous importance to mankind as food ; its annual consumption of some seventeen million long tons is enough to give every inhabitant of the earth at least twenty pounds. Hence the attention of most people is diverted from the numerous uses of this substance in many large industries, by no means alimentary.

M. Vivien has given a most informing paper on this subject in recent numbers of the Bulletin de l'Association des Chimistes de Sucrerie et de Distillerie de France et des Colonies, the leading French sugar periodical. Vivien writes with special reference to conditions in France, his paper being a plea for the use of sugar, as the cheapest form of a chemically pure carbohydrate, replacing in many cases, glucose, starch and dextrin.

The French Government imposes an internal revenue tax on sugar and glucose products used as human food which makes the price of sugar about 12 cents per pound, but by a law similar to that which applies to alcohol in this country "denatured" sugar, that is, sugar to which some substance has been added to make it unfit for food, is exempt from taxation. As in alcohol denaturizing, the substance added is, if possible, some ingredient in the special process using the sugar.

In France, an excellent quality of sugar known as No. 3 white sugar and polarising over 99 per cent. sells, when denatured, at a price equivalent to from 3 to 4 cents a pound, or about what the refiners pay here for raw sugar. This is lower than starch, glucose, or dextrin sells in Europe.

It may be of interest to note some of the more important applications of this denatured sugar, bearing in mind that in this country, at present market conditions, molasses and starch products are more economical substitutes in some cases. Some of the industries which Vivien enumerates are large consumers of sugar in this country.

Sugar is a common ingredient of many compounds for removing and preventing boiler-scale. As these usually contain alkali, this is used as a denaturant. The shoe-blacking industry uses sugar and molasses to a considerable extent. In Europe there seems to be a tendency to use blackings of this older type as less injurious to leather than the newer wax blackings, owing to the solvents used in the latter. These shoe blackings are made by the carbonizing action of sulphuric acid on the sugar. The product is neutralized, and other ingredients added, such as powdered boneblack, oil, ink, and sometimes glycerin.

Perhaps one of the industries of greatest present importance, both here and in France, is the manufacture of transparent soap. Originally, the

English soaps were made by the costly process of dissolving the soap in alcohol, decanting the soap solution, and recovering the alcohol by distillation. Later, glycerin was used as a solvent, but this made the soap too sticky, so that it soiled the wrappers. The sugar soaps do not have this disadvantage. Hence, many tons of sugar are now used by soap manufacturers in this country as well as in Europe.

There are over thirty patents for explosives in which sugar is a component to the extent of from 6 to 40 per cent. This use of sugar has been so important in Germany that a special provision is made by that country for denaturising sugar used in the manufacture of explosives, paraffin or similar oil being used.

In the color and dyeing industries we find sugar used as a reducing agent in indigo and chrome work, as a base for the manufacture of organic chromium salts, and as a vehicle for "filler" for solid aniline colors, giving them an attractive appearance. In many cases this latter practice is carried to somewhat questionable lengths, as some of these dyes contain over 90 per cent. of sugar.

So, too, the European tanneries use large amounts of sugar in "filling" leather (glucose being used in this country) and, to some extent, in removing lime from hides in the "dehairing." This solvent action of sugar on lime and the easy recovery of the sugar by carbonation, has suggested its use in several processes where it is desirable to remove excess of caustic lime from calcined minerals, such as phosphates, zinc, or magnesium oxides, and the like.

Tannin extracts are also "filled" with sugar, as they are on this side of the water, with glucose. Sugar is also used in several chrome tanning processes as a reducer, and, as in dyeing, for making acetates and formates.

Ordinary copying ink is made by the addition of 1 part of sugar to 3 parts of writing ink. Printer's rolls, and hektograph pads are made from glue combined with sugar or molasses. The silvering of glass mirrors is another important industry in Europe. Sugar, after inversion with acids, is here used to reduce an ammoniacal solution of silver nitrate which deposits a coating of silver on the glass immersed in the solution.

The hardening and strengthening action of sugar in mortar was known to the ancients in the far East, and it is said that the Romans also made use of saccharine solutions for this purpose, although sugar, known as "Indian salt," was rarely seen in the Empire. Some of this ancient masonry containing sugar still stands in good condition.

In recent times, the Museum of Natural History in Berlin has been rebuilt with mortar consisting of 1 part of lime, 1 part of sand and 2 parts of sugar. Sugar is also used for hardening plaster molds.

In many chemical operations, sugar is used as a source of carbon of high purity, such as in the manufacture of pure carbon monoxide or sulphurous acid. As to future application it is possible that sugar may become of great industrial importance through its nitro-compounds. Nitro-saccharose (sucrose octonitrate) is a product analogous to gun-cotton, which, it is said, can replace the latter in its numerous applications in explosives, collodion, celluloid, and the like. Similarly, it is claimed, sucrose acetate can take the place of the corresponding cellulose compound in vicose and artificial silk.

Certain compounds of sugar and benzoic acid also show promise in this direction.

This list of industrial applications of sugar is by no means exhaustive, but perhaps suffices to illustrate the great diversity of manufactures in which this product appears quite apart from food economy.—Merck's Report.

BUFFALO COLLEGE OF PHARMACY.

Central New York Alumni Dinner.

February 4th a good number of Alumni of this College gathered at the "Yates" Hotel, Syracuse, N.Y., for their second annual banquet. The city itself furnished something less than one-half of the attendance, the others coming from surrounding towns, some journeying from as far as Oswego and even Watertown.

There were present from the faculty Dr. Willis G. Gregory, Dean of the College, A.P. Sy, Professor of Chemistry, and Frank E. Lock, Professor of Pharmacology. After a fine spread the toastmaster, Mr. Herbert G. Wright, introduced the toast list with a humorous speech. The other speakers bandied each other with jokes and stories, and a most enjoyable evening was spent by all present.

The committee in charge of the affair was Cedric P. Wells, Chairman, Seymour H. Bliss and Pascal Lansing Gilson. There were present as guests Warren L. Bradt, Secretary of the State Board of Pharmacy, who spoke on "Drug Store Conditions in New York State," and Mr. Wayne B. Bissell, member of the State Board of Pharmacy, who spoke on "The Condition of Pharmacy in Syracuse."

To secure a repetition of this happy event, a permanent organization was effected, with Mr. H. G. Wright as President, and Mr. Cedric P. Wells as Treasurer.

Old Roxleigh—Marry my daughter? Why, you are supported by your father.

Suitor—Yes, sir; but my guv'nor is tired of supporting me, he says, and I thought I'd get into another family.

The Martin, Bole & Wynne Co., Lt'd.

Wholesale Drug Merchants and Manufacturing Chemists

Corner of Princess and Market Streets - WINNIPEG, MANITOBA

COMING WEST?

Should you desire to come to the great North-West, either to engage in the drug business for yourself, or to take a position as a clerk, we are able to assist you.

We are constantly in touch with every section of Western Canada, and shall be glad if we can be of service to any one desiring information, as to location, necessary capital, qualifications, etc.

We Usually Know of a number of drug businesses for sale and will be glad to send — **Full Particulars Upon Request.**

—WRITE US—

DRUG REPORT.

Business during the past month has been somewhat quiet owing to stormy weather and extreme cold. There have been a number of minor changes in value, as per list. Santonine has again advanced and is not likely to be lower, as the source of supply is well controlled. Cantharides are still steadily advancing on account of scarcity. Opium is advancing, and it is reported that an agreement to maintain prices has been made between growers and importers. If this is carried out higher prices may rule.

Acid Molybdic, Metol, Celery Seed and Belladonna Leaves are higher. Codeia Salts, Bals Tolu and Acid Salicylic are a little easier.

Changes in Prices.

A.—Santonine	oz.	$3.00
D.—Acid Acetic. Salicylic	oz.	.10
D.—Codeia Cryst.	oz.	4.70
D.—Codeia Phosphate	oz.	3.70
D.—Codeia Sulphate	oz.	4.20
D.—Balsam Tolu	oz.	.10
A.—Argyrol	oz.	2.10
A.—Cantharides, Chinese	lb.	1.55
A.—Cantharides, Chinese, pulv.	lb.	1.65
A.—Cantharides, whole	lb.	3.00
A.—Cantharides, whole, pulv.	lb.	3.25
A.—Anethol	oz.	.65
A.—Confect. Senna	lb.	.50
A.—Acid Molybdic, pure	oz.	.25
A.—Ammonia Molybdic, pure	oz.	.25
D.—Cinchonidine, pure, cryst.	oz.	.50
Cinchonine Sulphate	oz.	.35
A.—Opium	lb.	7.25
A.—Metol	oz.	.55
A.—Quinine Valerianate	oz.	.75
D.—Potass. Caustic sticks	lb.	.30
D.—Potass. Benzoate	oz.	.18
A.—Potass. Tartrate	lb.	.95
A.—Ointment Iodine	lb.	.90
D.—Gum Shellac, orange	lb.	.32
D.—Gum Shellac, powd.	lb.	.40
D.—Caffeine, sulphate, ¼th,	ea.	.15
D.—Calcium Acetate	oz.	.12
A.—Calcium Chloride, pure	lb.	.65
D.— " Fluoride	oz.	.13
A.— " Iodate	oz.	.60
D.— " Nitrate	oz.	.10
D.—Cobalt Carbonate	oz.	.30
D.— " Nitrate	oz.	.15
D.— " Oxide	oz.	.18
D.— " Sulphate	oz.	.12
D.—Copper Aluminate	oz.	.10
D.—Copper Bromide	oz.	.30
D.—Copper Iodide	oz.	.45
D.—Copper Oxalate	oz.	.12
A.—Eikonogen	oz.	.37
D.—Euonymin	oz.	.70
A.—Glycerin	oz.	.55
D.—Gold Bromide Mono, 5 gr.	ea.	.55
D.—Gold Bromide Tri. 5 gr.	ea.	.40
A.—Guaiacol	oz.	.30
D.—Homatropine pure, 5 gr. tube	ea.	1.35
D.—Hydrastinine Hydroch. 15 gr. tube	ea.	.60
D.—Iron Ferrocyanide, pure	oz.	.12
D.—Iron Lactophosphate,	oz.	.15
A.—Celery Seed	lb.	.40
A.—Acid Pyrogallic, Merck's	oz.	.25
D.—Acid Rosolic	oz.	.30
D.—Acid Salicylic	lb.	.50
D.—Acid Sulpho Carbolic	oz.	.10
A.—Acid Tannic	lb.	1.10
D.—Alcohol Amylic	lb.	1.10
D.—Alcohol Methylic C.P.	lb.	1.10
D.—Aluminum Nitrate	oz.	.10
A.—Amidol	oz.	.55
D.—Ammon. Salicylate	oz.	.12
A.—Ammon. Succinate	oz.	.55
D.—Ammon. Tartrate	oz.	.12
D.—Antimony Arsenate	oz.	.25
D.—Antimony Oxide, white	oz.	.10
D.—Arecoline Hydrobrom, 15 gr.	ea.	.60
A.—Arsenic Bromide	oz.	.25
A.—Barium Acetate	oz.	.12
A.—Bismuth Oxalate	oz.	.35
D.—Bismuth Phosphate	oz.	.35
A.—Leaves Belladonna	lb.	.40
A.—Leaves Belladonna, powd.	lb.	.45
A.—Root Sarsae, Mexican	lb.	.40

THE MO. PH. A. AT PERTLE SPRINGS.

The Missouri Pharmaceutical Association will hold its thirty-sixth annual meeting at Pertle Springs for four days, beginning June 16. The date has for many years been the second week in the month. A change has been made in order to accommodate those who have children graduating at the public schools, which close the second week in June. It is anticipated that an increased attendance will result on account of the later date of the meeting.

This is the thirteenth meeting at Pertle Springs (Warrensburg). The first convention at that place was held in 1888. Missouri pharmacists are partial to summer resorts, and this will be the twenty-sixth out of thirty-six meetings to be held at such a place. One of the remaining ten meetings was held in tents near a city. The Mo. Ph. A. congratulates the Ill. Ph. A. on deciding to meet at a summer resort in 1914.

The Mo. Ph.A. was organized primarily to secure a pharmacy law, and has been busy ever since that time trying to improve the legislation and prevent undesirable enactments. Since the passage of the present law, the members have been inclined to let well enough alone. This is an off year, as the legislature does not meet. It is not likely that much time will be devoted to the discussion of legislation.

The U.S.P. IX is being anticipated, and William Mittlebach, of Boonville, is chairman of the committee which has submitted a number of recommendations for the use of the Committee on Revision. The National Formulary is very popular in Missouri, and O. J. Cloughly, of St. Louis, is chairman of the committee. Mrs. M. M. Whitney, of Kansas City, will report on Drug Adulterations.

At one time, the report on Trade Interests was a feature of the Mo. Ph. A. meeting. J. A. Kinder, of Cape Girardeau, is now chairman of the committee, and promises an interesting and instructive paper at the June meeting.

Professor Francis Hemm, of St. Louis, is chairman of the Committee on Papers and Queries, and reports that practical papers, discussions, exhibits and demonstrations will be a feature this year.

The Board of Pharmacy will hold an examination at Pertle Springs, the day previous to the opening of the Mo. Ph. A. meeting. R.A. Doyle, of East Prairie, is a new member of the Board. He is expected to take an active part in the 1914 meeting of the Mo. Ph. A.

The entertainment feature so long prominent at Mo. Ph. A. meetings will be under the direction of ex-president Lorenz A. Seitz, of St. Louis.

President Edward G. Schroers, of St. Joseph, belongs to the business type of retail pharmacists, but also appreciates and gives due attention to the professional side of the calling. His administration is being marked by progress along the several lines of activities in pharmacy.

COMING EVENTS CAST THEIR SHADOWS BEFORE.

The above is the reason so many druggists are laying in a stock of "Rigo" Poison Bottles.

The ones that stock them now are wise enough to see that the public are becoming educated to the fact that it is dangerous to have poisonous liquids dispensed in the same style bottle as, for instance, Cough Syrup.

A writer recently made the statement that out of ten cases of accidental poisoning, seven were due to the fact that the poison taken was mistaken for an internal medicine, owing to the similarity of the bottles.

Now, Mr. Druggist, why not gain some prestige, also some good advertising, by equipping your dispensary with the Rigo Practical Poison Bottle, the smartest looking and most distinctive bottle for the purpose on the market.

This bottle is packed in small cases (just one gross to a case of each size), and costs very little more than the ordinary bottle would, in the same quantity.

Write the Richards Glass Co., Ltd., Toronto, for sample and prices.

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The Canadian Druggist

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Principal Success Qualities.

By D. Charles O'Connor, Author of "A Treatise on Commercial Pharmacy"

Specially written for The Canadian Druggist.

We learned, in the preceding article, that education is the foundation stone for building a drug clerk's training, and that efficient manager is the fixed purpose—the highest ideal of a drug clerk. These are the two important guide-posts to keep in sight. If we know what we are building on and what we are building for we can't get far out of plumb.

I imagine that a great many drug clerks all over the country are puzzled to know just what qualities they need to make a success in the drug business. I have a feeling that they often ask

D. CHAS. O'CONNOR
Author of this and other articles which have appeared in this Journal.

themselves these questions :—"I wonder how many qualities I ought to have to make any kind of a success at this business ? How am I going to find out ? Now that I am in it, I want to be something more than an ordinary drug clerk, but what shall I develop ? Where shall I begin ? What quality do I need first of all ? Shall I develop one or two, or try to develop several ? In answer to these imaginary questions I have chosen five principal success qualities which my experience has taught me to be essential for success in the drug business, and if I were to live a drug clerk's life over again I would surely cultivate them to my utmost ability. These five success qualities are : 1. Health. 2. Character. 3. Honesty. 4, Ability. 5, Initiative.

HEALTH

The drug business is no place for an unhealthy boy. The work is hard enough and trying enough and the hours long enough for even a healthy boy to stand. What chance for real success has any drug clerk who does not take care of his health ? A large number of clerks have been compelled to give up the drug business on account of poor health. I know several drummers who told me that they were mere skeletons when they left the prescription counter to go on the road. Now they are excellent specimens of good health, due to their being out in the open air.

Fresh air is a great health restorative. It is one thing the average drug clerk doesn't get enough of. I believe that no drug clerk should spend his regular time off in studying. You need that time off for pleasure, exercise and fresh air. Enjoy every minute of your time off. Go skating, sleighing, coasting, skiing, snowshoeing, boating, canoeing, swimming, trolley riding. Take cross-country walks, take light exercise at home, either with or without apparatus. Go to the theatre or the moving picture show or to a dance or a card party on your night off. You ought to clear your brain completely of all store troubles during your time off duty, then you return to the store greatly refreshed in mind and body, and you tackle your work with greater energy. If you are bound to study, take your books out in the woods where you will get the pure fresh air.

Life demands variety. "All work and no play makes Jack a dull boy." You ought to plan some pleasure for every afternoon and evening that you have off. Plan it ahead and let nothing interrupt your plan. A drug's clerk's life is so monotonous that he needs all the pleasure he can possibly get during his time off. Get all the pleasure you can. Your health will be better, your work will come easier and you will take a more optimistic view of your lot in life.

Many drug clerks are mouth-breathers. They do not realize how dangerous it is to breathe through the mouth instead of through the nose. In the nose are the "turbinates," lined by a sort of erectile tissue, which is richly supplied with blood vessels. These turbinates afford a large moist and warm surface, so that the air traveling over them is both warmed and moistened. The stiff hairs in the nose strain out the coarser dust particles, while the finer dust and germ-laden specus adhere to the moist walls of the nasal cavities, which you can easily demonstrate by blowing your nose after sifting ashes, cleaning the soot out of a furnace or stovepipe, or being out on a dusty day.

Mouth breathers wake up in the morning with open-dry mouth, foul-smelling breath, hoarseness, bad headache and sometimes loss of appetite. Mouth-breathing is generally the result of obstruction of nasal cavities, either by enlarged tonsils, adenoids, or other growths, or by some trouble with the nasal bones. For many years I was troubled with my nose and at times I could not breathe through it at all. Finally I went to a nasal expert and learned that I had been going through life for nearly twenty years with the bridge of my nose broken. An operation was performed and now I have graduated from the mouth breathers' club.

The trouble is that people have something the matter with themselves but they don't know it. In a recent examination of the school children of New York City by a special committee, 66 per cent. needed medical care; 18 per cent. had enlarged tonsils; 10 per cent. had nasal growth. One out of every four had some trouble that affected his breathing. That percentage might hold good among drug clerks, for if anybody breathes naturally school children do. It is after they have grown up that they acquire bad breathing habits.

Sleep in a room with the windows open and breathe through your nose, then the fresh, pure air strikes your lungs at just the right temperature, and when you wake up in the morning you won't have such a dread feeling for your work.

Mr. Sheldon says, "Health is that harmonious condition of the three divisions of man—body, mind and soul—which enables the physical organs to perform their functions properly, and which tends to develop the positive faculties and qualities to a marked degree."

Mr. Sheldon further says, "Health is an element in the power to influence others. It stimulates personal energy. It causes harmony to exist with everything about us. It helps to overcome obstacles that beset everyone's path to success."[1]

According to Mr. Sheldon health is the harmonious condition of body, mind and soul. It is easy to see that a healthy mind is better nourished in a healthy body than otherwise. You can have a healthy body if you take care of it. Bodily weakness may be overcome in many instances by obeying the simple laws of nature as to eating, drinking, sleeping, exercising. I am going to give you the rules for health that I follow. They have helped me, and if you follow them faithfully they will surely help you.

Don't worry over the things you cannot help.

Sleep seven or eight hours in a room with the windows open.

Breathe through your nose both day and night.

Douche your nose and gargle your throat often.

Wash your eyes daily by opening them under water.

Take light exercise with or without apparatus morning and evening.

Get all the legitimate pleasure your time and means allow.

Eat slowly and chew your food well before swallowing.

Eat your principal meal dry, without liquids.

Drink all the water you can between meals.

Avoid tobacco and liquors.

Get out doors all you can.

Look on the bright side of everything.

Take what is handed out to you in this life in the best manner possible.

Think success thoughts—be optimistic of the future.

I have no authority for these rules. I follow them because they seem to me both simple and sensible and because I have found them beneficial. From them you may formulate a set of rules for yourself or adopt them just as they are. I think on the whole they would be sanctioned by physicians.

I know a druggist who was stricken blind while studying at a college of pharmacy. He regained his sight by the cold water cure. Twice a day he immersed his face in a basin of cold water, opening his eyes under water and winking them several times. The water washes out all the secretions, dust particles, and refreshes the eyes. After a three years' trial I can recommend this daily eye bath.

You will need all your vigor if you ever expect to accomplish any great achievement in the drug business. You will never be a real success if you waste your brain and nerve capital through fret-

[1] Sheldon School of the Science of Successful Salesmanship, Chicago, Ill.

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All Depots and Branches of the National Drug & Chemical Co. of Canada, Limited.
Messrs Lymans Limited., Montreal.
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WHOLESALE PRICES:

Less than one dozen	$2.30 per dozen	less 5%
One dozen	2.20 " "	
Six dozen	2.10 " "	

Prepared only by the proprietor, **THOMAS BEECHAM, ST. HELENS, ENGLAND.**

ting and useless worry, if you allow your energies to be drained by overwork, overstudy, loss of sleep, irregular hours and bad habits. You must live a well-regulated life. Regularity in living will give you power of achievement. The human body is one of the most delicate, beautiful and wonderful machines in the world to-day and requires constant care to keep it in perfect running order.

Physical weakness is a personal handicap. People pity weakness. There is a sort of prejudice against the half-efficient person. Once I had a delicate head clerk. His appearance was against him He was all right as a mixer in the laboratory, but in the front store he fell down as a salesman. The customers knew that his words had no force and his manner was listless. Later he went with a big drug syndicate. I asked the district manager about him and he said, "Oh, we put him on the drug counter, but we soon had to put him in the laboratory, as he was a poor salesman. Later we sent him away for two weeks and told him to do nothing but eat and sleep. We paid all his expenses and gave him his salary. He was better when he came back, but we had to keep him out of sight of the customers." A strong, robust person is always admired. The drug clerk in perfect health has a powerful surplus to draw from. He has got the stuff behind him to make good.

CHARACTER.

Every drug clerk who possesses a good character compels attention. It is essential to true success. It is your capital upon which you can build for the future. The value of character to a man is recognized by law. In a recent suit for alleged libel, the judge in charging the jury, said, " To every man his reputation is of value, and anything done wrongfully tending to injure him is unlawful and demands redress. Anything that makes people shun or avoid a man, or holds him up to ridicule, is an injury to his reputation which the law will redress." Judge Rugg, of the Massachusetts Supreme Court, in a recent lecture to the students of Boston University, said, "The man who lacks the reputation of honesty and irrreproachable character practices law under a tremendous handicap. Sooner or later the common sense of justice finds him out. The judges are apt to know him. Distrust by either juries or judges is fatal to real success in the lawyer."

Emerson says, "Character is a reserved force which acts directly by presence and without means. Character is moral order seen through the medium of an individual nature. Will is the north, action the south pole. Character may be ranked as having its place in the north. It shares the magnetic currents of the system. Men of character are the conscience of the society to which they belong."

March's Thesaurus Dictionary defines character as "The peculiar quality or combination of qualities by which a person is distinguished from others." Mr. Sheldon says, "Character is that central magnetic force of real manhood and true womanhood, born of a combination of the positive faculties and qualities, mental, moral, spiritual, and physical. Character compels attention and permits its possessor to influence others. It promotes influence in the business world. It makes an all-round man, which should be the ambition of every man to attain. It brings out the best that is in a person. It makes him a desirable acquisition to any society or any community."* You now have a clear idea of what character means to you. If you possess it you have a combination of qualities, which gives you the force of a magnet to draw people to you, to influence them, and which distinguishes you and makes you stand out from others.

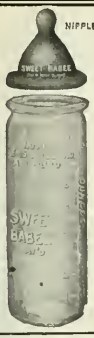
As a good illustration of this force of character let me tell you about one of my teachers in school. When I was attending the high school at Fitchburg, Mass., Miss Irene C. Cowles was one of the teachers. She was a lovable person and was beloved by all the pupils. Nobody ever uttered a single word against her. She possessed the magnetic force of drawing the pupils to her, of influencing them, and of promoting harmony in all her classes. I have heard some of the toughest and most mischievous boys sound her praises and say that they would do anything in the world for her. It is over twenty years ago since Miss Cowles taught my class, yet, I often hear my classmates—many of whom are now successful men and women—speak of her in the highest terms, and everyone of them refers to her as a lovely character. Her character always shone out like a bright light, and it was her sweetness of disposition which charmed everyone with whom she came in contact. Miss Cowles is still teaching at the same school, and from what I hear she has lost none of her magnetic force or influence for good among her pupils.

Wouldn't you like to have such a reputation as Miss Cowles? Wouldn't you have a feeling of satisfaction if, when your name was mentioned, every customer who had ever had any dealings with you would say, "That boy is an inspiration! He has an excellent character! What a prize he is to his

*Sheldon School of Science of Successful Salesmanship, Chicago, Ill

Wilson's Fly Pads.

Everywhere in Canada Wilson's Fly Pads enjoy a large and increasing sale. Good advertising and plenty of it has brought this result. The retail druggist's profit is very large, and there is no other fly killer so satisfactory.



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Pat. May 3, 1910

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Bottles and Nipples	$2.50 per doz.
Extra Nipples only	1.50 per doz.
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The "Smico" Bottle Warmer is an especially designed case provided with Aluminum Top, in which any style of Nursing Bottle and Nipple may be placed, for keeping milk warm or cold, as desired. It will keep hot milk hot or cold milk cold for several hours.

"Smico" Case is also a protection when traveling against breaking the nurser.

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employer!" As Miss Cowles possessed that "central magnetic force of true womanhood," as Mr. Sheldon defines character, so should you strive to possess that "central magnetic force of true manhood," which will endear you to all those with whom you have dealings. If you possess a beautiful character you will bring sunshine into your employer's store and greatly lighten your own duties and those of the other clerks.

You can greatly build up your character by reading books of inspiration, and by mingling with inspiring people. You may have been so fortunate as not to have experienced any serious set-backs, but when they do come—and nearly everybody gets them at some period of their lives—you will more fully appreciate the value of a good character. When a man has lost his money and his friends, and is without a good character, how can he ever get back on his feet again? What has he to build on? Mercantile history abounds with illustrations of men who had their money and their property swept away, but owing to their good character, which they used as capital, they were able to get back on their feet again.

I want every drug clerk to know that character is a mighty valuable business asset. You can raise money on it if you haven't got a cent. In Scotland everything depends on character. The banks there loan money to the poor people, to the farmers on character. The late J. P. Morgan, in his remarks before the Pujo Investigation Committee, said, "Character is the fundamental of banking." Julius J. Dukas, president of the Hebrew Free Loan Society of New York City, in his annual report, said, "In twenty-two years of its existence the Society has lost less than one per cent. of money loaned on character as the only security."

Guard your character as you would your life. Defend it when attacked. Remember that you can demand redress through the law for anything done wrongfully tending to injure your character and reputation. This fact alone should emphasize its value to you. Never do anything that will jeopardize your character. Character is your most valuable asset in life.

HONESTY.

A drug clerk who is not honest from the strict standpoint of honesty as generally accepted nowadays has no chance at all for success. He may fool his employer for a while and may be patting himself on the back on his ability to get by, but sooner or later he is bound to be found out. A clerk should be naturally honest. Honesty should be bred in the bone. That brand of honesty has a greater depth than the compulsory brand of honesty.

Merchants and business men despise a dishonest employee. Dishonesty is one thing they won't stand for. Talking with a leading dry goods merchant on this subject, I asked him the question, "Are you troubled with dishonest employees?" He replied, "Yes, we have our share. We try to find them out when they first begin to steal. If we catch them early in the game we get rid of them quietly; if they get too much of a start we discharge them and make them pay back the money gradually; but it is something awful the way clerks steal. I wish there was some way to stop it." I put the same question to a clothing dealer, and his reply was, "We certainly do have our troubles in that line. I have a man now that pays me $5 every Saturday night. I fired him six months ago for stealing $200, and he is now paying it back in weekly installments of $5." I asked the same question of a dry goods merchant in a New York State, and he said, "Yes, we have lots of trouble. The clerks steal shirtwaists, silk, hosiery and about everything they can get their hands on."

I have found that drug clerks as a class are honest. I wish I could say they were all honest. I have lots of sympathy for drug clerks. Their lot in life is not the very best. Their long hours, close confinement and monotonous routine, however, do not excuse their dishonesty. I never heard in my whole life of any excuse for dishonesty that would hold good. As a business man once told me, "I can stand almost anything from a man but dishonesty. I can't stomach that. As soon as I find out that a man is dishonest, I never want to see him or hear his name mentioned again. When a man is dishonest he sinks as low as he can go in my estimation." This business man employs several hundred people, and I think he spoke the minds of the majority of business men when he uttered the above remarks.

So, I tell you, never allow even a thought of dishonesty to get a foothold on you. If a thought tempts you, crush it out instantly. If you start in a small way and are not discovered, soon you become bolder, and finally so bold that you do it so openly as to be caught. This is the history of clerks' dishonesty. An inspector of police once told me of a clerk he arrested. He said, "This clerk told me that he was glad he was caught. He had been expecting it. He had dreamed it. He was dreading it. He felt that some day he would be caught. He first took small sums; then became bolder and took large sums; then still bolder and took the sums more often, and so on until his downfall."

A clerk that steals the first time is like the man that drinks the first time. They both look at it in this light: "Well, just once won't do any harm and nobody will be the wiser." The habit soon grows on them until they are unable to control it.

A whole book could be written upon the subject

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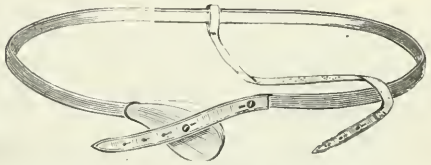

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of honesty. I don't want to lecture you too much on the evils of dishonesty. The replies made to my question by the merchants I interviewed shows you the situation as it exists to-day. It is awful.

The opportunities for a good honest drug clerk are greater to-day than they ever were to my knowledge. Employers to-day place honesty ahead of ability. If a clerk is inherently dishonest he has a handicap that the greatest ability cannot overcome.

ABILITY.

A drug clerk should have a natural ability for the proper performance of his duties. That is, he should have a natural liking for storekeeping and merchandising, and a fondness for meeting and waiting on people. He should have a good mental equipment. Ability means the mental power to do.

If you cannot do your work better than some other clerk can do it you haven't any special amount of ability. If you can create something, if your power is productive power, then you have creative ability, which is the kind in demand nowadays. Your brain power can be cultivated so that you will develop into a thinker, a boy of original ideas and of business methods.

The kind of boys druggists want are those who can produce something, who have the ability to turn everything they do to some practical good, and who can make their ability effective.

If you haven't natural ability you can greatly develop ability by the proper choice of your reading, the proper choice of your company, and by your willingness to learn from others. In every town there are drug clerks who are noted for their ability. Mix with them. Study them. Ask them questions. You can soon find out why they have ability and how they developed it. Another good way to develop ability is to make up your mind quickly and accurately, to analyze situations and to reach the right decision unaided. The habit of uncertainty, reconsidering, balancing, weighing, hesitating and always depending upon someone else to solve every problem, will exhaust your mental power. Of course in the drug business you cannot act too hastily on some important matters; on the other hand, if you have your mind trained for quick decisions and know your work and your problems better than someone else does, you can decide quickly with greater surety than the less-informed clerk, who has cultivated the uncertainty habit, and who in the end cannot arrive at a decision himself but must go and ask somebody else to decide it for him.

While writing these lines I will give you an illustration which is fresh in my mind. I was drawn for a tour of jury duty. One case submitted to our jury was rather puzzling. The hitch came on the actions of a corporation employee. The jury were unanimous in favor of the employee up to a certain point, and at that point they disagreed. Finally it was proposed that the foreman should ask the judge for instructions concerning the disputed point. One juryman objected on this ground; he said, "The judge complimented the juries sitting at this session for their quick decisions and fair verdicts. Now, if we appeal to him he will probably refer it back to us and say it is for us to decide. Aside from that, if we go to him we practically admit that we have no mind of our own and we would show our weakness and indecision. We can decide this point just as well as he can." That certainly was a common sense remark, and it was only a short time before a verdict was reached and every man on that jury was glad that they reached a decision without appealing to the judge.

Let the drug clerks represent the members of the jury, and their employer the judge, in this illustration and see how much better the drug clerks will feel when they reason out problems themselves instead of being dependent upon their employer to decide every little matter for them. If you can do your work better than anyone else can do it, you have ability. If you can turn everything you do to some practical account, you won't have to run to your employer every minute to decide something for you.

Remember, then, that ability is mental power to do. Creative ability is productive power—ability to create something—effective ability. If you haven't this kind of ability, naturally, you can cultivate it. Go ahead and do it.

INITIATIVE.

If I was asked what is lacking in the majority of drug clerks, I should say, "initiative." Initiative impels a drug clerk to do things. Initiative means to begin; to make the first move, to start something. It is that quality that makes a drug clerk do something without being told to do it. A drug clerk with initiative is going to do something. He is bound to get somewhere. Whether or not your employer encourages initiative you ought to practice and develop it.

Anticipate your employer's needs. Don't wait to be told every little thing. See the necessary things yourself, then go ahead and do them. Do your work in your own way. Even if it is different it may be all the better for that difference. Initiate new methods that will accomplish things more quickly and more easily. Do your work in a whole hearted way.

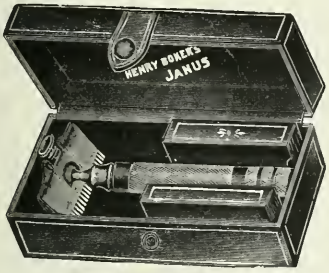
Originate rather than imitate. Don't do things just like everybody else does them, go them one better. Be a leader rather than a trailer. Your employer is not blind. He will soon see that you do things more easily, more completely than the average clerk, and that you have an original way

TANGLEFOOT

The Sanitary Fly Destroyer---Non-Poisonous

Gets 50,000,000,000 flies a year--vastly more than all other means combined. Poisons are dangerous

The Newest and Best Safety Razor



Henry Boker's "Janus"

Triple Silver-Plated Holders and Twelve Double-Edged Blades. These Blades can be stropped, which makes them last indefinitely. The "Janus" is the most wonderful little instrument ever devised for taking the beard off the face. A single movement releases or inserts the Blade. The holder is in one piece. There are no parts to adjust—nothing to learn. It is simplest in construction, easiest to clean. Once the blade is inserted in the holder, it is absolutely rigid. There is no vibration. No shaving instrument ever devised approaches it in any particular. The steel used in "Janus" Blades is made by Boker's process, wh ch is known the world over as the very best. We guarantee this Safety Razor to shave to perfection.

McGILL CUTLERY CO. Reg'd, New P.O. Box 580, Montreal

THE FINE PRODUCTS OF BURROUGHS WELLCOME & CO.

'TABLOID' (Trade Mark)
'SOLOID' (Trade Mark)
'KEPLER' (Trade Mark)
'HAZELINE' (Trade Mark)
'WELLCOME' (Trade Mark)
'VAPOROLE' (Trade Mark)
'ELIXOID' (Trade Mark)
'ENULE' (Trade Mark)
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BURROUGHS WELLCOME & CO.
LONDON (ENG.)
MONTREAL: 101-109, CORISTINE BUILDING
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SHANGHAI BUENOS AIRES
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Full stocks are held at the Firm's Houses and the following Depots:—
TORONTO, ONT.: W. J. A. & H. Carnahan; Drug Trading Co.—LONDON, ONT.: Cairncross & Lawrence—WINNIPEG, MAN.: W. F. C. Braithwaite—VANCOUVER, B.C.: J. A. Tepoorten & Co.—CALGARY, ALBERTA: James Findlay Drug Co.

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MEGGESON'S
ENGLISH CONFECTIONERY

MANUFACTURERS OF

MEGGESON'S ANTISEPTIC THROAT PASTILLES

Prescribed by eminent physicians all over the world.

REPRESENTATIVES FOR CANADA

HAROLD F. RITCHIE & CO., Ltd.

10, 12 and 14 McCaul Street, Toronto.

about you that makes you stand out from the regular ranks and show qualities of a leader.

Here is a good illustration. I asked a man high up in a big drug syndicate to tell me how he got so high. He said, "Well, really, success is a simple matter after all. I first attracted my employer's attention by devising a rack for showing nipples to customers. It was such a big improvement over the old way that my employer was much pleased. He watched me from that moment. From that start I studied every possible means to improve the store system, its service, its arrangement, its window displays, and I climbed to this high station simply by doing something more than I was told to do, by developing my initiative."

Another instance of initiative is fresh in my mind. In a small drug store I complimented the proprietor on the neat appearance of the top of his high cases and his telephone booth. "That's my clerk's work," he said. "He fastened some shelving to an old box, stained it with a cherry stain, and for the rounded corners he used half of the cover of a chocolate pail. Then he filled the shelves with talcum powder. I appreciate that because he did it on his own hook."

No matter what your job is, be it soda fountain boy, junior clerk, head clerk, or apprentice, if you look around you, do some original thinking, use your own individuality, you can develop a power of initiative and put it to use. There is a lot of satisfaction in originating some method that is an improvement on the old established routine. You will find that when you have become an original thinker, when you possess a strong individuality, when you can do things better than they were done before, your services will be in greater demand. Don't be an ordinary clerk. Initiate. Make the first move. Start something.

The five principal success qualities, then, are "Health," which everybody admires, which gives a drug clerk the stuff to make good and which may be greatly aided by fresh air, proper breathing, and by following the health rules outlined here; "Character," a magnetic force that compels attention, that is protected by law, and that can be used alone to raise money on; "Honesty," the quality that every business man insists on and which must accompany any permanent success; "Ability," of the creative sort, effective ability, productive power that does things and decides things; "Initiative," which enables a drug clerk to start something without being told.

KENT McCLAIN AGAIN.

A very handsome new store has been opened in Windsor by Mr. C. A. Lanspeary. The style is in Mission oak with showcases of the so favorably known "Dresden" type. It was built and installed by Kent-McClain, Limited (Toronto Show Case Co.).

GOOD LINES FOR SODA ADVERTISING.

Leave your thirst at our fountain. "The parting will be sweet."

The soda water we serve is sure to please those who appreciate quality.

The soda water we serve touches the thirsty spot and satisfies the fastidious ones.

Delicious foaming soda flavored with pure fruit syrups and served with cream. Can anything be cooler or more cooling?

Our ice cream soda is one of the most popular drinks to be had in town. It brings people from everywhere, it's so delicious and cool.

Refresh yourself during the summer days at our soda fountain. The most delicious drinks with pure fruit flavors. Just try our fountain once.

Maple mist and sweet-cherry five-cent ice cream soda are considered the finest drinks in the city. We use only the pure fruit juice. When warm and thirsty come and see us.

With complete satisfaction in every spoonful—that's the only kind of ice cream we make. It has a smooth, rich taste of pure Jersey cream; the flavor is the best vanilla bean and choice crushed fruits.

Our ice cream parlor is a delightful place to visit these warm days. And why so? A large, bright and well-ventilated room, cool as can be—and the purest and best possible iced drinks, ice cream and ices served. Could you want anything better in these scorching hot days?

She smiles with delight, and so do all out patrons when ice cream is served that is calculated to tickle even the most fastidious taste, made from the very purest and choicest of cream and fruit flavors, containing nothing in the smallest degree unhealthful. It is both delicious and wholesome.

"How do you always make it so good?" Scores of people have asked us that about our ice cream. The secret of it all lies in using very purest of cream, flavoring, etc., in freezing it thoroughly, and in serving it daintily. Whenever you want ice cream—at home or down town—we'll serve you promptly.

Let your next dessert be one of our frozen dainties. For the reception, the swell dinner and for all occasions that require a dessert, your selection could not be better. It will be in keeping with your elegant menu. Our ice cream and ices are simply delicious in fact, the best that can be produced from the purest cream and finest ripe fruit juices.

Keep cool in warm weather. Isn't it delightful to sit in comfort and partake of our delicious ice cream on a hot or sultry day? So soothing; so refreshing! We use nothing but the purest of cream and choicest of fruit flavors. Adhering strictly to this has attracted to us a discriminating patronage.—From the Spatula.

The
Canadian Pharmaceutical Association

MONDAY
AUGUST
17TH

is the date chosen for the Annual Meeting of the Canadian Pharmaceutical Association.

WINNIPEG

is the place chosen for this meeting. All druggists and drug clerks who are able should avail themselves of this opportunity of seeing this beautiful city. Plan ahead for your summer vacation and see that August 17th is included.

Further details will be published in the next issue.

PHARMACY IN GREAT BRITAIN

Parliamentary Representation of Pharmacy—The Solvency of the Insurance Act—Deficiency in the Drug Funds—The Profits in Insurance Dispensing—The Drug Market.

Although the new Parliamentary session has only just begun, there are already persistent rumors that a general election is imminent ; these rumors may or may not be well founded, but in any case all the trade organizations which are represented in the House of Commons seem to be making preparations for a contest whenever it may come. Pharmacists have begun to make their preparations, and are discussing ways and means of replenishing the fund to support a candidate. At present Mr. W. S. Glyn Jones is the pharmacist's representative, and a very able one ; he is a Liberal and the member for Stepney division in the east end of London. When the election comes the opposing party is sure to make a strong attack on the seat, and it is therefore desirable that pharmacists should find funds and be willing to render personal assistance when the proper time comes. It is interesting to note that pharmacists, or at any rate a large proportion of them, are prepared to sink their party views in supporting Mr. Glyn-Jones. On the other hand, there are many who are not prepared to do this, and the suggestion has been made that pharmacists should support two candidates—a liberal and a conservative— and that subscriptions sent to the fund should be used for one or the other as the subscriber may indicate. I question, however, whether a sufficient amount would be subscribed to support two candidates, but that remains to be seen. The important point is that it is necessary, absolutely necessary, to ensure a continuance of Parliamentary representation for pharmacists whether the representative belong to one party or the other. There can be little doubt that if pharmacists had not been represented in the House of Commons during the passage of the Insurance Bill, their position would have been seriously prejudiced.

* * * * *

The question whether or not the Insurance Act is solvent is just now being mooted, and much party capital is being made out of the suggestion that it is not. The claim made on the funds for sickness benefit have undoubtedly been excessive, and there has been a vast amount of malingering, but it is too early to say that the finances of the scheme are insufficient. In a year's time there will probably be a thorough inquiry into the matter, but in the meantime there seems to be no definite evidence of a shortage of funds. The question of the payment of the doctors and pharmacists does not arise in this connection, as a definite sum is allotted in respect of each insured person, so that it is known at the beginning of the year almost exactly how much will be required for the payment of medical attendance and medicines. If there is not enough in the drug fund at the end of the year then the pharmacists are, theoretically, obliged to discount their bills ; but whether this will be enforced in practice remains to be seen, for there are hopes that some means will be found of raising enough to make up the deficiency. The fact that in some districts the drug fund is insufficient, does not, however, affect the question of the solvency of the Act. Each district stands by itself as regards the drug fund, and if there is a surplus in one district it cannot be used to make up the deficiency in a neighboring area.

The areas in which the drug fund is insufficient are for the most part in Lancashire, and quite a lot of political capital is being made out of the fact that the pharmacists in those districts have not been paid in full. The matter has been discussed in the House of Commons on more than one occasion recently, but the remedy can only be found locally. The place where the deficiency is largest is Manchester, and there is a special reason for this. The Manchester doctors have been strenuously opposed to the scheme since the beginning, and it is said by some that they have done their best to show that it is unworkable. The cost per insured person for drugs for the first year in Manchester was three shillings and three pence, whereas in the neighboring district the cost per insured person was one shilling and four pence, from which it would seem that there had been gross extravagance on the part of the Manchester doctors. This extravagance was not so much evidenced by the nature of the prescriptions as by the number of them ; the average cost per prescription in the Manchester was in fact only about fifteen cents, which is not much above the average for the whole country, but the number of prescriptions written by Manchester doctors was about twice as large as the number written by the Liverpool doctors, although there is not a vast difference between the size of the insured population in the two cities. Obviously there is a distinct need for investigation.

20TH CENTURY PRESCRIPTION CASE

Patented Jan. 11, 1910.
Beware of Imitators.

New Model

1 It provides a handy work counter for the prescription clerk, vertical drawers with interchangeable sub-divisions to hold your prescription stock and an alphabetical index for locating every article **instantly.**

THIS IS A FOUR SECTION PRESCRIPTION CASE

2 The Schwartz Sectional Wall Cabinets will condense your prescription stock two thirds. The space gained allows you to remove slow selling drug stock to Prescription Department—you can use the valuable space in the front of the store for displaying saleable sidelines for quick profits.

Schwartz Sectional System

It **SAVES YOU MONEY** by adapting itself to your present business without costly remodeling. Elastic sections can be added from time to time. It is the standard equipment used in many of the largest and most important Drug Stores in the country. Names of stores in your vicinity upon request. Send us a rough pencil sketch of the ground floor of your store and let us show you how you can save space and bring more money into the cash drawer by increased efficiency in serving cash customers.

WRITE TO-DAY FOR BOOKLET C
WITH PICTURES OF VARIOUS EQUIPMENT AND PRICES.

SCHWARTZ SECTIONAL SYSTEM

INDIANAPOLIS DRUG CABINET CO. - - - - INDIANAPOLIS, U.S.A.

NA-DRU-CO
N D & C C
TRADE MARK

FLUID EXTRACTS

Are the safest and surest form of medication, providing they are properly made. The active principle of the drug employed can be more accurately and definitely secured and retained in Fluid Extracts than in tincture, pill, infusion or any other form. But the important thing is quality of material and accuracy in manufacture.

No other line of like products are as dependable as

NATIONAL FLUID EXTRACTS

The unfailing response of

National Fluid Extract of Ergot

National Fluid Extract of Nux Vomica **National Fluid Extract of Digitalis**

in the hands of careful physicians all over Canada is a guarantee that the whole line of **National Fluid Extracts** are equally trustworthy.

NATIONAL DRUG & CHEMICAL CO., of Canada Limited

Central Pharmaceutical Laboratories, MONTREAL.

I have mentioned in previous letters that with the exception of a few districts the pharmaceutical community is well satisfied with the new conditions brought about by the Insurance Act. This satisfaction is reflected in a prospectus issued by a joint stock company which has been formed for the express purpose of opening dispensaries for dispensing insurance prescriptions. At these dispensaries it is not intended to conduct the business of the pharmacist in the ordinary way; that is to say, there are to be no "side lines" and no sales of packed medicines, and so on, and yet the promoters expect to make a handsome profit. In the statement it is set forth that there are several pharmacists in London dispensing as many as 300 insurance prescriptions per day. The average price of each is 14c. It is claimed that the profit on this work is 50 per cent. I am afraid that this is a very generous estimate, but still there can be no doubt that the insurance scheme has benefited pharmacists very considerably.

* * * * *

The drug market during the past few weeks has been singularly quiet, although several articles have been watched with considerable interest. At first sight it would appear somewhat curious that we should witness a succession of dull months in this market, for there can be no doubt that the consumption of drugs in Great Britain itself has largely increased since the Insurance Act came into operation. Doctors who formerly prescribed very little or were by no means generous in their supply of medicines to their patients, are now prescribing on a large scale, and manufacturing chemists and wholesale druggists could testify to a big increase in the demand for drugs. The demand for home consumption, however, forms only a comparatively small part of the business done on the London drug market, which is—or at any rate was until recent years—the market for the whole world. It is, of course, not quite such an important centre as it was, as other markets in different parts of the world are growing in size, but still London is likely to remain for many years the chief drug market of the world. The increased consumption of medicines resulting from the Insurance Act does not therefore suffice to make up for a dull tone in the market generally, and there is, when the position is looked into, nothing remarkable in the quiet state of trade notwithstanding the increased demand for home consumption.

The drug which has attracted most attention during the past few weeks is cod liver oil; until the Norwegian fishing had been in progress for quite a little time the results were very poor, but latterly they have been fairly good, and it looks as if the yield of oil will be very abundant provided tempestuous weather does not interfere with the operations of the fishermen. The livers are said to be rich in oil of good quality. Prices have been steadily declining, and the fact that London buyers are holding off for the present seems to indicate that they are expecting the value to recede still further. Opium maintains a very firm position, but as a result of competition makers of codeine have reduced their quotations. Menthol is flat. Quinine has been in good demand at firm rates, and an advance in makers' prices would not come as a surprise. Lower quotations are listed for strychnine. High prices are asked for orange peel. Essence of lemon has not only ceased its downward movement, but prices have advanced; the general opinions seem to be that the advance is due to artificial causes, and will not be maintained.

25 YEARS WITH PARKE, DAVIS & CO.

A few weeks ago, Mr. John C. Spratt celebrated the twenty-fifth anniversary of his service with Parke, Davis & Co., by giving a dinner to the officers and principal executives of the house at the Detroit Club. Mr. Spratt entered the employ of the company on the fourth day of February, 1889, as order clerk. Thanks to a thorough knowledge of the drug business, acquired through fifteen years of practical experience in the retail trade, a genius for work and a capacity for administrative responsibilities, he rose rapidly from one position to another until (in 1894) he assumed the important duties of manager of the Traveling Service and General Business departments. Few men are better known to the drug trade of the country.

The anniversary dinner was a particularly happy affair. Speeches were made by Frank G. Ryan, President of the company; George Hargreaves, treasurer; O.W. Smith, manager of the New York branch; William F. Whelan, manager of the Buffalo office; and James E. Bartlett, Harry L. Russell, John M. Francis and James Wilkie, of the Detroit laboratories. Joseph Helfman was toastmaster. Mr. Spratt was the recipient of a handsome chest of flat silverware, a gift from the assembled guests, the presentation speech being made by Harry Skillman. Two beautiful gold-headed canes were also presented to him—one from Sydney H. Carragan, of the New York staff, the other from the representatives of the Buffalo depot.

KENT, McCLAIN AGAIN.

The Crooks Drug Co., of Port Arthur have opened a new store that is a good example of drug outfitting. It is oak and the show cases are the "Roman" all glass construction cases with green marble base. Built by Kent-McClain, Limited, (Toronto Show Case Co.).

WE HAVE THE PROOFS

LETTERS and testimonials are daily pouring into our office from physicians who have made test cases of Sanol preparations with marvelous results. Not only do they **cure,** but it **pays** to handle them.

Sanol Kidney Cure

WILL CURE Gall Stones, Kidney and Bladder Stones, Gravel, and will check Bright's Disease. Costs $12.00 per dozen.

Retails at $1.50 per Bottle.

Sanol Anti Diabetes

WILL CURE Diabetes—has cured 5,000 cases during past two years. Costs $16.00 per dozen.

Retails at $2.00 per Bottle.

Sanol Blood Builder

WILL CURE Anæmia and rebuild your blood. Great medicine for tired, worn-out women. Costs $8.00 per dozen.

Retails at $1.00 per Bottle.

Sanol Blood Salt

WILL CURE Indigestion, Constipation, etc., etc. Costs $3.00 per dozen.

Retails at 50c per Bottle.

The SANOL MFG. CO. of Canada, Ltd.

Winnipeg, Canada

Business Honor Compels Success

The Conscientious Druggist **always** supplies the **genuine**

Antiphlogistine
TRADE MARK

when called for.

5% Discount on orders of $12. or more—through your jobber

"There's only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.
NEW YORK, U.S.A.

The Original and Only Genuine

BEWARE OF IMITATIONS SOLD ON THE MERITS OF

MINARD'S LINIMENT

A. H. WIRZ

WHITE METAL GOODS

913-915-917 Cherry Street
PHILADELPHIA, P.A.

BOTTLE STOPPERS
BOTH PLUG AND OLD STYLE
Tin Spouts for Bug Poisons.

Collapsible Tubes

METAL SYRINGES

Hand Pill Machines

Moulds for Suppositories

Collapsing Drinking Cups

O. C. P. BANQUET.

The second annual banquet of the Senior Class of the Ontario College of Pharmacy took place at the Walker House on Thursday, March 19th. The embyro pill pounders turned out almost to a man, and had as their guests at the affair several representatives of the Faculty Council of the College and the Board of Examiners.

The "score card" was especially interesting to the class members, and no doubt will long be treasured by many of those present as souvenirs of the revelry.

After ample justice had been meted out to everything, including the elaborate dinner provided, Dean Heebner, acting as toastmaster, proposed the toast to the King, which was never more loyally received. God Save the King was very enthusiastically rendered and gave the fellows a good opportunity to find at just what range their voices were pitched. Cigars were brought out, and the class squared away to enjoy the literary and embryonic speeches of which there proved a good allowance.

The toast "Canada," proposed by Chas. Dowling, was well responded to by Mr. Geo. E. Gibbard, the representative of the Council. In a very eloquent address the worthy gentleman covered his subject well, and drew special attention to the vast natural resources of the Dominion, which were as yet only really discovered—only in the infancy of development, but her chief resources lay in the quality of the younger generations starting out, and here the graduates of the O. C.P. could well hold their position in the front ranks of progress.

University of Toronto,our Alma Mater,was proposed, and brought out a good old TORONTO yell.

The toast of the College was proposed by Mr. Kyle, Vice-President of the class, who paid high tribute to the Council and Faculty for the high position held by the O.C.P., and opined that in the early days before the present high development of the institution some bad pills must have been turned out. He coupled with his toast, Mr. W. B. Graham, the noble registrar, and Mr. W. H. Worden, of the Council, who covered the field of O.C.P. operations very thoroughly, and at the same time kept the eager listeners bubbling over with minstrel stories.

President Meyers, in proposing the toast to the Faculty, drew attention to the fact that this would be the last social function of his fraternal clientele, which before long would be scattered broadcast over Canada, many of them to their home in the New West, others even to the limits beyond the mountains. By comparing the O.C.P. with the Western Colleges and some other institutions, he surely made strong points for our beloved College and called on Dean Heebner and Prof. Geo. A. Evans to respond to the Faculty.

Dean Heebner noted particularly the lack of business organization between the rank and file of druggists on many points where they should mutually agree—such items as Sunday closing, price regulation and more regular hours might well be arranged with benefit and profit to all. In his opinion such matters were easily possible to adjust in the towns and smaller cities. Toronto seems an outlaw to all rules of ethics in the drug business.

Prof. Evans' meek story made more noticeable impression, and was sure some cause for joy. Whoever would have thought it? On the serious side, however, he urged the coming graduates to set their standard high; urged them to be men, and success would follow naturally.

W. Lloyd Wood, Jr., proposed the toast to the Examiners,which brought Mr. Emory, of the Board, to his feet. He was certainly made to feel "one jolly good fellow;" it is to be hoped the memory lingers until after May 15th.

"The Class of 1914," proposed by Dean Heebner, was rendered in his usually fluent style, and the septette at the head table rendered in perfect harmony "they are jolly good fellows" in such realistic and strenuous manner it could not help but be convincing. On behalf of the class '14 Mr. Chas. Stewart responded, and acquitted himself nobly of the charge. (Charlie is some boy all the time.)

Special mention must be made of the musical end of the affair, which could hardly have been improved on, and by way of diversion, Messrs. Whitehead and Hoffman, as members of Weber & Fields' troupe, perpetrated an original parody on Schultzelbank going thus to that good old air:

Chemistry, Pharmacy,
Thermometer, Pyenometer,
Placentation, Incineration,
Pharmacial, Rutaceae,
Anaesthetic, Sudorific,
Alkaloid, Aldehyde,
Janitor, Registrar,
Grosser, Bier, Are we here?

In conclusion the class begs to extend their hearty appreciation for kind donations from Neilson's Chocolates, the Patterson Co., Andrew Wilson Co., and the Imperial Tobacco Co.

How Many Customers Have You?

FATIMA

Turkish Blend **CIGARETTES**

HAVE THOUSANDS.

Fatima Customers Buy Drugs and Sundries too.

Feature Fatima Sales!

The Package is Compact and Convenient.

Handled by all the Wholesale Trade.

THE PYRAMIDS AND SPHINX OF EGYPT.

By J. R. Jamieson.

After spending two years circling the globe, the writer has contributed to the St. Thomas Times a sketch of what he considers the most interesting country he visited; that is, Egypt. As space is limited, this article will be confined particularly to Cairo and the surrounding country.

Cairo has a population of 600,000 people, composed of Egyptians, Bedouins, Arabs, Turks, Assyrians, Abyssinians, Algerians, Sudanese, and other desert people, with a sprinkling of all races from the Orient and about 20,000 Europeans, most English, French, Germans and Italians. Here the East and West meet, the Mecca of Europeans being Shepherd's Hotel. The city is overlooked and commanded by the Citadel, a small mountain about 400 feet high, where the British troops are quartered. The topmost point of the Citadel overlooks the city and desert, the view being very beautiful, particularly at sunset. From here can be seen the old Roman aqueduct used for bringing water to Cairo, and the largest Mohammedan mosque in the world. The minarets of the mosque are 280 feet high. There are many beautiful buildings in Cairo, and a week could easily be spent in the National Museum. Here may be seen statues and mummies of the old Pharoah Kings, gold, silver, and enamel work, blown glasswork and implements of tempered copper and other metals, arts lost to present civilization, that fill the onlooker with wonder and admiration.

Most wonderful of all, however, are the pyramids. There are sixteen of these within a few miles of Cairo, the two largest, Cheops and Khafra, being but six miles from the centre of the city, and are reached by a beautiful driveway bordered by palm and acacia trees. The first view of these two pyramids, obtained at a distance of a mile, is very impressive. Situated close to the first pyramid is the Mena House Hotel, where the desert begins, and from here the road winds up to the pyramids, a distance of about a quarter of a mile.

These were the tombs of the old kings. They are built of sandstone blocks, from three to five feet in thickness and from five to ten feet in length, and were faced with granite, but, unfortunately, they have for centuries served as quarries, and the granite facing has been entirely taken off the pyramid of Cheops, as well as thirty feet off the apex. About two-thirds of the facing has also been removed from the pyramid of Khafra. These two great pyramids, Cheops and Khafra, are stupendous and marvelous structures, and how they were originally constructed is a puzzle to modern engineers.

The original height of Cheops was 481 feet, present height 451 feet; length of each side of base,

755 feet; area of original base, 13 acres; built of solid stone containing 85,000,000 cubic feet, angle of sides, 50 degrees.

The original height of Khafra was 472 feet; present height, 450 feet; length of each side at base, 706 feet; area of original base, 10 acres, angle of sides, 52 degrees.

The ascent of Cheops is perfectly safe, but very fatiguing, and is generally made with the assistance of three Arabs. The space at the top is flat and about thirty feet square, with a wooden triangle to show the original height. The view over Cairo and the desert is magnificent.

The ascent of Khafra is both difficult and dangerous. The top portion, from which the granite facing has not been removed, is for the most part perfectly smooth, and to get over it one has to zig-zag across from point to point wherever a foothold can be obtained. For the last twenty feet it is necessary to straddle one of the corners. The top apex is not more than six feet in width. Previous to the writer's visit only one white man and four or five Arabs had ever made the ascent. Taken from the Egyptian Gazette, March 19: "A remarkable feat has been performed by Mr. J.R. Jamieson, of Hamilton, Canada, who has been staying in Shepherd's Hotel, Cairo. On Monday last he journeyed out to Mena and ascended all three pyramids, entirely alone and unaided. He accomplished the ascent of Cheops in ten minutes, Khafra in fifteen minutes, and Menkan-Rami in seven minutes. We question whether any tourist has accomplished this arduous task before, and we have pleasure in recording it."

The Sphinx is close to these pyramids, and is as wonderful in its way, being cut out of a solid block of stone. So impressive is the sight of this ancient face of stone that tourists stand and gaze at it for hours and come away unsatisfied. It has been badly mutilated by Arab and other vandals, but is carefully guarded now. It is 70 feet from crown to base, and the body is 150 feet long.

There is also a temple connected with the Sphinx, which was until recently covered by sand. The architecture is beautiful and massive.

There have been many mis statements printed as to the appearance of these three great monuments. To the reader who has not been fortunate enough to visit Egypt, the actual photographs will help make clear these marvelous wonders of a past age.

Jefferson Jackson, in an interesting article, speaks thus of Gizeh:—The great pyramid (Gizeh) stands upon a plateau, which extends 1,600 yards from east to west, and 1,300 yards from north to south, the north and east margins being quite precipitous in places. It is built exactly facing the four cardinal points of the compass—that is, its four points each look exactly north, south, east and west, respectively. Each side now measures 750 feet, although they were once 768 feet; the present perpendicular elevation is 451 feet, and the sloping sides 568 feet, and were once 610 feet. The cubic measure of the great pile, after deducting the foundation of rocks in the interior as well as the hollow chambers, is now 82,539,000 feet, although it once exceeded this incomprehensible total by 17,567,000 cubic feet. Its cost might easily have been $50,000,000. Its base covers nearly 13 acres.

The ascent is safe, though fatiguing. You select two or three Bedouins, and start from the the northeast corner, the Arabs each holding you by the hands, and if a third, he goes behind and pushes you up, which is quite a help. The steps are three feet high, and, as the guides are most persistent in forcing you, it becomes exceedingly tiresome, and it is well to insist on resting in spite of the haste desired by the rascals who, for the time

CARNAHAN'S
DRUG STORE
CHURCH ST., TORONTO

This store is situated on one of the best corners in Toronto, and boasts of having one of the best regular drug businesses in the City. They are the recognized prescription men in that part of the City, being almost encircled by doctors.

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Our advertising campaign this season will be more extensive, by far, than previous years. Be prepared to reap the benefit of this campaign.

Replenish Your Stock

Wilson's Invalids' Port is prepared from the rich juice of selected Oporto grapes and extract of Peruvian Cinchona Bark, absolutely no alcohol or any other ingredients are added.

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A NEW ONE

VARIETY

PUFFS, MARROWBONE,
CHIPS, COCOATINE,
CRISPS, MAPLE WALNUT,
NUGGETS, BUTTER CREAMS,
JELLIES, ROAST NUTS,
CARAMELS, MALLOWS,
BITTER SWEETS

If you want to give your customers the best fifty cents' worth of candy on the map, you will have to get in on this one.

No, it is not just a box of cream centres! It has the full assortment listed above.

You have no box in your store at 80 cents with a better variety.

A full pound net in well designed box, ribboned and packed in cups.

Best box you ever had for the price.

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$4.00 DOZEN

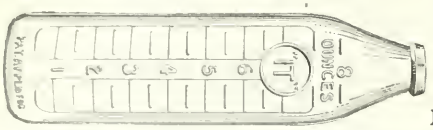
Patterson's

TORONTO

THE NEW NON-ROLLING STERILIZER BOTTLE

"IT" STANDS GOOD. "IT" LIES QUIET.

It is made in beautiful white flint glass, is handsome, and sells. Canadian trade supplied by the Richards Glass Co., Toronto, Canada, and lettered with your name if desired.



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Twenty-ninth Annual Session begins October, 1914

The college offers a course of two years, consisting of about 1250 hours of instruction in class room and laboratory, and leading to the degree of Graduate in Pharmacy; and a course of three years leading to the degrees Master of Pharmacy or Pharmaceutical Chemist.

An entirely separate course of three years, with daily instruction, leads to the degree of Analytical Chemist and qualifies in all branches of modern chemistry. This course opens in September.

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by the knowledge gained from our college or correspondence course in Ophthalmology.

ROYAL COLLEGE OF SCIENCE

Send for free book re Optical, Optometrical and Ophthalmological Courses.

ROYAL COLLEGE OF SCIENCE, West Queen St., TORONTO, CANADA

being, have you in their power. In cool weather one can get to the top in fifteen minutes ; the top has a plateau of 108 square feet and accommodates quite a party.

The view, as one can well imagine, is quite interesting, striking and inspiring ; and perhaps in no other part of the world can such a prospect be found where life and death, marvelous fertility and awful, unspeakable desolation so blend and are seen in such remarkable juxtaposition and contrast. To the west, south and northwest extends the vast, solemn and illimitable desert, with its yellowish brown and glaring tracts of sand interspersed with rock and gravel and barren cliffs, everywhere and always the picture of death and eternity ; for has not the hand of man here erected these colossal monuments of colorless stone— symbols of desolation and death—to stand for all time, to remind one of death and eternity ?

And nearby stand the two other pyramids and that guardian of the desert, the mysterious inscrutable Sphinx, which forever looks down on the fertile valley of the Nile, with its back to that awful desolate and forbidding desert. Then there are the wonders of the interior of the great pyramid, of which to give detailed data requires pages of print, which we will forego.

The Sphinx, which, next to the pyramids, is the most famous monument in this vast burial ground, is carved out of the natural rock, and, aided by other blocks of stone, has been moulded into the shape of a recumbent lion with the head of a man —a face of striking aspect, grand, gloomy, solemn, and mysterious.

This ancient monument has been sadly mutilated, and only slightly resembles its original perfection of detail. Only 150 feet southeast of the Sphinx is the Granite Temple, itself a wonderful creation.

CAMPHOR IN PNEUMONIA.

Favorable reports have already been made of the use of camphor plus pneumococcus serum in the treatment of pneumonia. The author has been able to protect mice against pneumococcus infection by means of subcutaneous injection of saturated aqueous solution of camphor alone, though the experiments with rabits have been less promising. The experiments, however, have suggested the systematic use of camphor as soon as pneumonia develops, as it is thought that in this way the pneumococci in the blood stream are killed and reabsorption of the pneumonic exudate is promoted. Camphor has a decided effect in increasing the action of the lungs while it stimulates the action of the heart, thus pumping more blood into the lungs. Ringer's fluid is suggested instead of plain water for the vehicle. For a body-weight of 145 lbs., 75 mils, representing 0.1 gm. of camphor can be injected without disturbance.—H. Leo (Munch Med. Wochens., October 28, 1913.)—Pharm. Journ.

WEDDING CARDS
"DIFFERENT"

DIFFERENT
WEDDING CARDS

Cards for all Occasions along the

MATRIMONIAL WAY

Anything from the "Flirtation" to the Wedding Congratulations—yes, to the Silver or Golden Wedding Cards of a class that would be fitting to the "Sutcliffe Cards," that have a distinctive difference. Cards are sometimes beautiful, but a "nothingness" to the wording. A Sutcliffe offering has the "sweet meat" inside —a difference to the ordinary attempts in getting up cards.

SOME OF THE TITLES :

Yes ! I'm Engaged.
I hear you're engaged.
Congratulation Wedding Anniversary.
Engagement Announcement.
Wedding Announcement.
Wedding Congratulations.
Your Wedding Day.
To the Newly Weds.
Your Wedding Anniversary.
Silver Wedding.
Golden Wedding, Etc.

Sorts-Cards with Envelopes, Folders, etc

We don't know what to call the better creations to give you a proper conception of what they look like. Easier for both if you write for an assortment.

Yes, and right down to Postcards—the "Sutcliffe sort that give you the "gisty," clean, wholesome variety that cause your trade to wake up and take notice.

Mr. Merchant—are you one of the many who are waking up to the possibilities of THINGS DIFFERENT ? If so send for a $10.00 or $15.00 assortment of Wedding Cards, including Wedding Postals.

If you haven't wakened up—how about rubbing your eyes ? Cut out this ad. mark the amount on it and send it to us. We'll try to make you a STAY WITH US mail order customer.

LUNCH, BOOKS, etc., Comprising :—

After the Theatre Lunch.
Dutch Lunch.
Holiday Dinners.
The Automobile Lunch.
The Afternoon Tea.
Children's Parties and what to Serve.
My Wedding Day.
Bride's Gift Register.
Wedding Book.
Plays I Have Seen.

The above are exceptionally unique and each nicely boxed—especially attractive and pleasing in their color and get-up.

Other items worthy of your attention are Wedding Favors and Place Cards, Ice and Nut Cups,—splendid assortment—hand-colored and particularly nifty goods with a distinction which appeals to the artistic taste.

The Sutcliffe Company

77 YORK ST., Nordheimer Building TORONTO

THE
CANADIAN DRUGGIST

Monthly Established 1888.

The CANADIAN DRUGGIST is issued on the first of each month, and all matter for insertion should reach us by the 15th of the previous month.

$1.00 Per Year

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Editorial.

MISTAKES.

There is but little one can do without first receiving some kind of tuition and many things that seem simple when done by others who know how, are oftentimes the most difficult to learn. There is something, however, that all do without being shown how, and that is, make mistakes. It's not a delightful occupation, especially to those who pose as infallible, but, anyway, it's exceedingly easy.

The one bugbear of the average man's life is to avoid making mistakes. That is not to say that the person making the mistakes is a fool, only this, that he is just ordinary, and so long as he lives so long will he now and then make a mistake. Where the acute individual outshines the ordinary type is not by making the same mistake twice. North American Indians are said to have a quotation which can be adapted to to-day's business life, for it reads, "The man who stubs his toe on the same snag more than once deserves to be a cripple," so that it is obvious that even man in a savage state was expected to have a retentive memory and not make the same error twice.

The sum and substance of commerce seems made up very largely of one person trying to get the better of the other, and this feature is very pronounced amongst the section of the community who trade as general merchants or factors. Even with the cut-and-dried methods of the hum-drum side of trade one needs to be on the alert, not so much to guard against cheating or seeing that goods are up to sample, but on account of mistakes that are repeatedly made unintentionally.

Every business man, irrespective of his trade, must from time to time come across flagrant errors in invoices, accounts, etc., and now and then the nature of the error is such that one is at a loss to know what possibly could have been in the mind of the person making the slip. The writer has had varied experience with all classes of traders, from those who cannot write to those who have systems galore which should make mistakes impossible, yet errors, at times of a most serious nature, creep in, and but for watchfulness and honesty must, if allowed to pass unheeded, mean heavy losses. In discussing this very point with the general manager of a large manufacturing concern, the reply made when the seriousness of the particular error was pointed out was, "Yes, it's very disquietening, but I've given up worrying, for I think these kind of mistakes are set off one against the other: that is to say, if we make an undercharge, and it goes through to payment unnoticed, we no doubt make overcharges in the same way." We maintain that the smallest trader cannot afford to do things in this way, for every business principle is against it, yet the above fact shows how a concern, apparently protected by up-to-date methods, permits its system to get out of hand.

To err is human, but to continue to err, in the same way, is silly. Now's the time, not only to get right down to a mental dissection of the internal workings of the business, but to take a look around at the broader aspect of things.

THE C. Ph. A. CONVENTION.

Druggists in every province in Canada are looking forward to the convention, which is to be held in Winnipeg, on August 17th. There is something "in the air" in connection with this year's meeting that has not been noticeable in previous years. Probably it is the Western city that is claiming attention rather than the actual convention itself. Most druggists have seen Toronto, and the other eastern cities, but there must be a great number who have not been so far west as Winnipeg.

The officers and management committees are, we understand, making complete arrangements for transportation, etc., which are already well in hand, and nothing but a huge success is expected.

OBITUARY.

The death took place on Wednesday, March 18, of Philo Lull, who for 8 years was engaged in the drug business in Hamilton, Ontario. At the time of his death Mr. Lull was residing in LeRoy, New York. He was 92 years of age, and was considered to be a very proficient chemist.

WEISSFELD BROS. MOVE TO NEW QUARTERS.

On April 28th, Weissfeld Bros., the famous clothing specialists, will remove to their new quarters, at 332 Broadway, New York City. Weissfeld Bros. have for many years enjoyed the reputation of making the finest washable uniforms on the continent, and also other high grade clothing.

Pure Medicinal Chemicals

In medicine "the best is none too good"; the

MALLINCKRODT CHEMICAL WORKS LTD.

St. Louis **Montreal** **New York**

are among the largest manufacturers of medicinal chemicals in the world.

"M. C. W." (Mallinckrodt) products are recognized as the highest standard of purity through the United States and Canada and other countries where they have been introduced.

"M. C. W." chemicals used in prescriptions, insure satisfaction to the physician, patient and dispenser.

"M. C. W." chemicals cost no more than other brands and should be given preference by careful discriminating pharmacists.

Price lists mailed free to any druggists desiring them.

Stafford's "Commercial"

Are you ready to Redeem the Coupons ?

Let us remind you that Stafford's Commercial Advertisements begin April 11th.

Each advertisemeot carries a coupon offering a FREE TRIAL Bottle of Stafford's Commercial.

The reader signs the coupon, presents it to you, at the same time **making a 25c purchase of any goods in your drug store.**

You make your profit in these sales and get full credit for every signed coupon you return to us. What you need now is a good live stock of 2 oz. bottles for samples, also new FILLER BOTTLES to sell. No. 957 (4 oz. desk filler) and No. 956 (1 oz. traveller's filler.)

They cost you $1.00 per dozen, net. If you haven't them on hand there is just time to get them on a rush order.

S. S. Stafford's Inks

9, 11, 13 DAVENPORT ROAD
Toronto, - Canada.

Stay at home while you study Pharmacy. We teach you by mail. We give you the same instruction that you get at college.

Our course is adapted to the individual needs of Canadian students who contemplate a change into the States or take Pharmacy board examinations. Hundreds testify to the great value of our course.

Write for our prospectus and particulars. Our terms are easy.

The Ohio Institute of Pharmacy, Columbus, Ohio

ADVERTISERS

in the "Canadian Druggist" have proven this publication to be a profitable medium.

TRY AN AD'VT FOR 1914

TORONTO'S DRUG STORES.

Toronto can boast of having some of the finest drug stores in Canada. There are a number of high class drug stores which cannot be equalled in any other city. Some of the larger stores which take in side lines on a large scale, cigars, cut flowers, etc., are doing a tremendous business. Perhaps the last innovation is the "Luncheonette Counter." This has been in full swing in the United States for some time. Hennessey's drug store in Toronto, is probably the leader in this direction. Their store, during the hours of 12 to three each day is one of the busiest places in town. What would the old time chemist think of this? to be able to walk in a drug store and get tomato soup, pie of any kind, sandwiches, and almost any kind of soft drinks.

Speaking of the development of the soda fountain business and the Luncheonette Counter, a writer in the Northwestern Druggist says: "A development of the soda business, as yet confined largely to the big stores in metropolitan cities, is the expansion of the soda fountain to include light lunches. The idea had its inception in the serving of crackers and wafers in connection with hot drinks, and has gradually grown until now pies, cakes, sandwiches and even soups and salads are sold.

This expansion of the soda fountain into a lunch counter has succeeded in the cities no doubt largely because the light noon meal is the rule, and the busy man and his stenographer both appreciate the advantage of saving time by eating where they can be served quickly and without any formalities—where the food is daintier than at the average lunch counter and the hurly-burly less.

Where druggists extend the function of their soda department to include these more substantial refreshments, an announcement of the new departure should be made in local newspapers and by letter. The following is a suggestion for the newspaper advertisement.

YOU CAN NOW LUNCH AT DALY'S
DRUG STORE, KING STREET:

You already know the superior quality of our sodas and ice creams, now get acquainted with our sandwiches, cakes, pies and salads.

They are fit accompaniments to our splendid drinks. Need we say more?

The fact that they are served over our counter assures the quality.

Our many soda patrons will appreciate this luncheon innovation which we have added in response to a demand for dainty eatables at popular prices.

The writer suggests that besides the advertisement appearing in the newspaper, a letter should be sent out as follows:

Dear Sir (or Madam):

You will be interested—and, we believe, pleased—to learn that we are now serving all day and up to ten o'clock at night at our soda fountain delicious light refreshments, including all popular sandwiches, cakes, pies and salads.

GEO. A. EVANS' DRUG STORE.

YONGE ST., TORONTO

Mr. Evans has one of the best paying drug stores on North Yonge Street. As will be seen from the cut he has an extensive stock not only of drugs but various side lines such as combs, brushes, stationery and fancy goods. The store is located in one of the best parts of Yonge St.

New York Pharmacal Association's
PREPARATIONS

Lactopeptine Powder (oz. bots.) Lactopeptine Powder (½ lb. bots) Lactopeptine Tablets
Lactopeptine Elixir, Plain Lactopeptine Elixir, Bismuth
Lactopeptine Elixir, Iron, Quinine and Strychnia
Lactopeptine Elixir, Gentian and Chloride of Iron

Arlington Chemical Co.'s Preparations

Beef Peptonoids (Powder) Peptonoids, Iron and Wine
Liqnid Peptonoids
Liquid Peptonoids with Coca Liquid Peptonoids with Creosote
Phosphagon

Palisade Manufacturing Company's
PREPARATIONS

Borolyptol Velvet Skin Soap Hemaboloids
Kola-Cardinette Velvet Skin Powder

R. L. GIBSON, General Agent
88 WELLINGTON STREET W., TORONTO.

Dr. Kilborn's INVALID PORT
(No. 2306 Proprietary and Patent Medicine Act)

NATURE'S INVIGORATING TONIC.
SOLD EVERYWHERE.

Sole Agents
Dr. Kilborn Medicine Co.
TORONTO

MAJOR'S CEMENT
has been mending China, Glassware, Vases, etc., etc. for nearly 40 years. Every druggist should stock it.
D. WATSON & CO.
Montreal, Que.

CREDIT MEN
Should see that their firm's travelers are provided with
The New Revised Canada Reference Book
Now ready for delivery.
Also turn over your delinquent accounts to our Collection Department.

R. G. DUN & CO.
70 Bay Street

"QUALITY COUNTS."

For nearly eighteen years we have catered to the Druggists in Canada, and our thanks are due to them for loyal support, which we have tried to show our appreciation by giving good prices, good goods, fair and honorable treatment. We do not get all the trade, but what we do get we strive to merit so as to continue in steady, healthful business growth. Our oldest customers are our best friends. They have tried us, proved us, and we are still recipients of their orders, and we believe, their confidence. If we are not sometimes seemingly able to meet competitors' prices, it is simply because we will not meet their quality, not because we cannot. Anyone can manufacture cheap goods but it takes an expert to manufacture good goods cheaply.

Try us and be convinced that "Quality Counts."

THE TORONTO PHARMACAL CO. LIMITED
TORONTO MONTREAL WINNIPEG

Formulary

SEASONABLE RECIPES

FURNITURE OIL.

Linseed oil	4 pints
Tincture of benzoin	4 ounces
Copal	2 ounces
Vinegar	4 pint
Solution of antimony chloride	6 ounces
Alcohol	10 ounces

Dissolve the copal in the oil by heat; when cool add the other ingredients, and stir well.

CARPET CLEANER

A L. O.—The following was recently published by a contemporary; perhaps it will answer your purpose:

Solution of soap	120 Cc.
Ammonia water (10 p.c.)	60 Cc.
Gasoline	120 Cc.
Chloroform	20 Cc.
Potassium Nitrate	10 Gm.
Oil of Wintergreen	10 Cc.
Distilled (or rain water) to	1000 Cc.

Dissolve the potassium salt in the water, add the ammonia to the soap solution, then the chloroform, oil and gasoline; shake well and add the water. This makes a white, milky compound, which separates slightly on standing, but readily unites on shaking.

The oil of wintergreen is added only for its odor. The fumes arising from the gasoline are very inflammable.

The solution of soap is made as follows:

Olive oil	60 Cc.
Potassium Hydroxide	12 Gm.
Alcohol	500 Cc.
Water to make	1000 Cc.

Place the oil in a suitable dish, add one ounce of alcohol, mix well, then add the potash dissolved in one ounce of water. Apply heat by means of a water-bath until the oil is completely saponified, which is shown by a portion being removed and dropped into boiling water, when it should dissolve completely without the separation of oily drops. Allow it to cool, and add 500 Cc. of alcohol, and water enough to make 1000 Cc. Filter the solution through paper.

WALL PAPER CLEANER.

Early in the spring, before house cleaning begins, a window display of wall paper cleaner of the druggist's own make ought to be profitable. The following is excellent:

Pumice stone, powdered	1 part
Wheat flour	6 parts
Water	sufficient

Mix into a stiff dough and roll into a round wad some two or three inches in diameter and cut into lengths of six inches. Enclose each of these into a tightly fitting muslin bag and close the ends by sewing. Have ready a pot of water in active ebullition, drop in the rolls and let them boil, much as old-fashioned dumplings are cooked, for from three-quarters of an hour to an hour. When taken out the rolls should be put in a cool place and allowed to stand for at least twelve hours before removing the wrapping.

LINOLEUM RENOVATOR.

Yellow wax	5 ounces
Turpentine	10 ounces
Varnish to make	1 pound

Melt the wax, add the turpentine mixed with the varnish. For using, apply with a piece of flannel after the linoleum has been washed and thoroughly dried.

SWEEPING COMPOUND.

Paraffin	1 ounce
Paraffin oil	1 quart
Salt	4 ounces
Sand	4 pounds
Sawdust	5 pounds
Oil of eucalyptus	1 ounce

Melt the wax, add the paraffin oil and incorporate the other ingredients.

The Chemist and Druggist, of London, gives the following for a sweeping compound to prevent dust from rising when sweeping floors or carpets:

Dry sawdust	10 pounds
Paraffin oil	½ pint
Paraffin wax	2 ounces
Coarse salt	½ pound
Eucalyptus oil	2 ounces
Sea sand	1 pounds

Warm the paraffin oil and mix with the melted wax, dissolve in the mixture any aniline color required, add the eucalyptus oil, and saturate the sawdust. Then mix with the sand.

SPOT CLEANER.

A spot cleaner for paint and grease is a good seller.

Cocoanut oil soap	3 ounces
Ammonia, 26 p.c.	3 ounces
Glycerin	1 ounce
Ether	3 ounces
Hot water, to make	32 ounces

Dissolve the soap in the water; add the glycerin, then the ammonia and ether and enough water to make 32 ounces. Take three or four drams of this solution and pour into an eight-ounce bottle and add about three ounces of gasoline. Shake rapidly until an emulsion is formed. Then add, little by little, shaking well at each addition, enough gasoline to fill the bottle. This will be a clear jelly, can be shaken out of the bottle, and will remove any ordinary spot.

CLEANING PREPARATIONS.

The new Standard Formulary gives the following :

CLEANING CREAMS.

Stronger ammonia water ... .fl.dr.	4
Castile soap, white ....av.oz.	2
Glycerin ....fl.oz.	2
Ether ....fl.oz.	2
Water, to make..... ....fl.oz.	64

To 32 fluidounces of water add the glycerin, ether and ammonia. Shake well, add the soap in fine shavings and the remainder of the water, and shake often until the soap is dissolved.

Castile soap..... ....av.oz.	1
Ether ....fl.oz.	1
Alcohol ....fl.oz.	1
Glycerin ....fl.oz.	1
Ammonia water ....fl.oz.	4
Water, distilled, to make... ... ...fl.dr.	64

Dissolve the soap in the water by the aid of heat, add the oil dissolved in the alcohol and ether, and incorporate the other ingredients.

Castile soap..... ....av.oz.	1½
Alcohol..... ....fl.oz.	1½
Ether ....fl.oz.	1½
Glycerin ....fl.oz.	1
Ammonia water... ....fl.oz.	3
Oil of citronella or mirbane ...drops	5
Water, to make..... ....fl.oz.	64

Prepare like either of the preceding.

Soft (green) soap..... ... .av.oz.	2
Potassium carbonate..... .....av.oz.	1
Ammonia water..... ... .fl.oz.	4
Water to make..... . ...fl.oz.	64

LIQUIDS

Chloroform ....fl.oz.	4
Ether ....fl.oz.	1
Oil of bergamot..... ....fl.dr.	2
Gasoline, to make ....fl.oz.	32

Or this :

Alcohol ....fl.dr.	5
Chloroform ... .fl.dr.	5
Oil of sassafras ....fl.dr.	5
Gasoline or benzine..... ....fl.oz.	32

POWDERS

White bole (terra alba)... ....parts	5
Magnesium carbonate ... .part	1

When using, make into a paste with gasoline, apply this to the stains of fat or oil, allow to remain dry, and then remove with a brush.

Terra alba..... ....av.oz.	8
Orris root, powder..... ....av.oz.	4
Borax, powder..... ....av.oz.	2
Soap, powder... ....av.oz.	1
Ammonium chloride ... ...dr.	2

Mix thoroughly. The directions for use are to dampen the gloves with a wet rag, dust on the powder and then rub it well in. When dry, brush off the residual powder.

SAPONIFIED SOLUTION OF FORMALDEHYDE.

Solution of caustic potash.....20.0	grams
Alcohol 15.0	grams
Redistilled olein 20.0	grams
Solution of formaldehyde 15.0	grams
Oil of lavender.....	5 drops

Mix. For disinfecting purposes.

LIQUID BRASS POLISH.

For cleaning brass work of motor cars, a writer in the British Medical Journal recommends the following :

Oxalic acid	4 ounces
Powdered rotten stone.....	6 ounces
Paraffin (liquid).....	4 fl. ounces
Methylated spirit.....	6 fl. ounces

Dissolve the acid in a half pint of boiling water, then add the rotten stone ; shake well, add the paraffin and spirit, and make up to half a gallon with boiling water.

THE COMMITTEE APPOINTED FOR THE WINNIPEG EXECUTIVE FOR THE CONVENTION OF THE CANADIAN PHARMACEUTICAL ASSOCIATION.

FINANCE :

A. J. Brown (Convenor), A. T. Connell, A. I. Brooking, T. T. Malcolm.

RECEPTION :

T. Andrews (Convenor), A. R. Leonard, F. L. Brown, W. W. McCullough, A. Bertrand, R. C. Jamieson.

PROGRAMME :

C. W. Campbell (Convenor), F. Whalley, J. K. Brown, B. H. Bartlett, W. D. McDougall.

ATTENDANCE :

D. Clement (Convenor), M. Westaway, R. T. Butchart, C. Parker, A. Argue, J. K. Hill, C. Hasselfield, E. Casselman, D. W. Bradshaw, M. C. Colcleugh, R. A. McRuer, W. D. MacDougall.

LADIES ENTERTAINMENT :

Mrs. M. Colcleugh.

PUBLICITY :

T. Werner.

C. W. CAMPBELL, Local Secretary.

Office of the Local Executive for 1914 :— 331 St. Mary's Avenue, Winnipeg, Man.

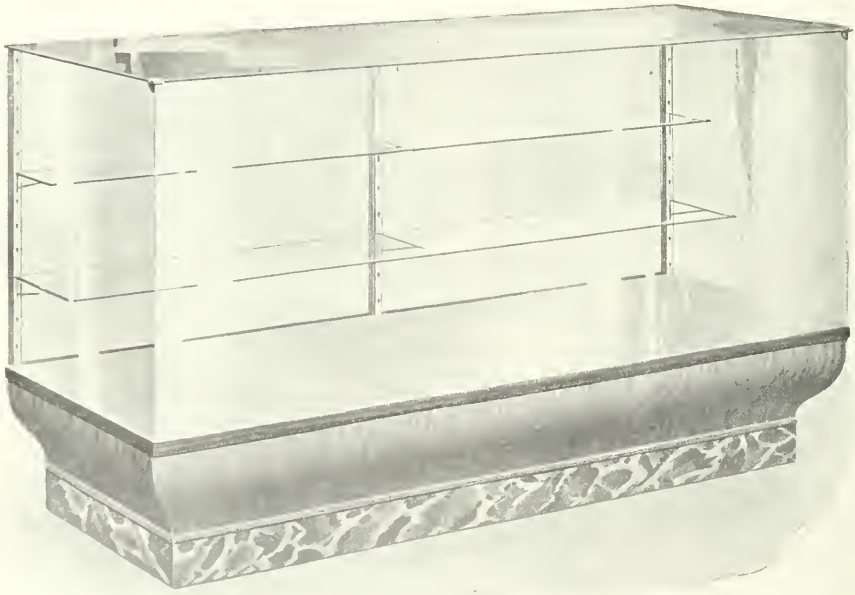
"Jones insists that there ought to be a tax on bachelors."

"He must be one of those single-tax theorists."

After a girl gets married she helps her girl friends to the same sort of trouble.

SHOW CASES

A visit to our factory (fifteen minutes east of King and Yonge Sts.), where you may see everything from a Show Case to a complete outfit, will give you first-hand knowledge of what is meant by the "Kent-McClain Standard" of design, construction and finish.



KENT-McCLAIN Limited

(Toronto Show Case Co.)

181-199 CARLAW AVE., - - Cor. Queen St. East,

TORONTO

Everything is the best we can get. Breads, cakes and pies are home baked and fresh daily.

You will, we feel sure, enjoy stopping in for a "bite" here. The service is prompter than that of the average lunch room and scrupulous cleanliness is maintained.

Prices are no higher than you would pay anywhere. Considering the quality of both food and service, we believe you will say that they are considerably lower. If you want a real treat, bring yourself and your friends here.

Very truly yours,

DALY'S DRUG STORE.

A HIT FOR THE DOCTOR.

A querulous invalid was telling his physician that he, though at an advanced time of life, did not know how to manage himself. "You know, my friend," said the doctor, "that a man of forty is himself either a fool or a physician." The invalid surveyed the son of Galen, who was of that age himself, and shrewdly replied, "Pray, Doctor, may not a man be both ?"

REAR VIEW.

Little Tommy at school was being examined in geography.

"Now, Tommy," said the teacher, "if your left hand is west and your right hand is east, and in front of you is north, what is behind you ?"

Tommy wriggled about and finally answered :

"Well, the whole class can see it is a patch I have on me trousers. You don't need to point it out."

WINDOW DRESSING
AND STORE DEVELOPMENT

The more we study and observe the rapid growth and great progress of our mercantile institutions, the more we are convinced that their actions and success are due to definite knowledge.

Consider the "Chain Stores," the big department stores, the great corporations. They are all based on absolute information, detailed records, statistics, charts, etc. They know ! They run their vast enterprises entirely from those tabulated sheets of paper showing the percentages, the figures and quotas that guide, guard and govern all their actions. They know specifically instead of approximately.

The successful, fast growing merchants to-day in any line of business, in any part of the country, have figures instead ot guesses. They have facts, instead of mistakes. They have information instead of experiments. They have results, instead of regrets.

The problem to-day is in knowing, and in knowing what is necessary to know. It is incumbent upon dealers to see how much information about their business they can accurately obtain, to see how many questions they can ask and answer. First of all, departmentize your stock. You should make your records show operating costs, percentage of increase by each and every department, by each clerk, by the square foot, by the day and week, instead of by the month and year. In fact, by the unit system. Masters of commerce think and talk in numbers. Judgment is formed by percentages ;

MEREDITH'S DRUG STORE
YONGE STREET, NORTH TORONTO.

This store is situated close to Dr. Thompson's which appears on page No. 220. Mr. Meredith for some time carried on business close to C. P. R. tracks and owing to the railway company acquiring a number of buildings in this district Mr. Meredith found it necessary to move further north. He has a fine store and a fine business.

opinions are based on figures, operations are all planned by volume.

What is the percentage of increase in each department over the previous season, and over the previous months, and over the same month a year ago?

Are your departments logically located? What part of your selling force costs you five per cent., or six per cent., or seven per cent. or over? Which clerks sell the better goods? Which clerks sell the cheaper goods? Just what class and what proportion of merchandise in each department has not moved for two months, for four months, for six months, and a year?

This information, Mr. Dealer, is based on analysis. Try it in one department, then another, and after analyzing these matters, you will have something specific on which to base your planning.

The thousands of United Cigar Stores are founded on the analysis of one store. They run the business from positive knowledge, actual information.

Do you know which departments show a profit, how many departments show a profit, and how much? Do you know just where your capital is locked up unprofitably? And do you know where the leaks are?

When did you last have that case of novelties redressed, and what part of that fancy goods stock is paying you? How many dollars' worth of high-grade merchandise have you hidden in some dark corner or obscure box? How much space, labor and profit is it costing you to keep that dead stock on your shelves? How much more is it costing you to do business than last year, and are you doing any more business? How much more stock are you carrying, and by what percentage?

Bear in mind you are paying more for not knowing than knowing. Too many merchants are doing too little business on too much capital because they lack records. Don't go along floundering, wondering and blundering. Find out, know, and know every day.

If your bookkeeping system does not answer these questions put in a system that does. Do the things that pay. Otherwise you will find that you are doing too much treadmill work that never brings you anywhere.

It calls for a process of eliminating negative factors in business. It requires continuous shifting, sorting, supplementing and strengthening of men, merchandise and methods; but you must be your own chemist and analyze your own case. Be your own critic and know your weaknesses.

Big employers weigh their employees by the percentage system. They know whether he or she is selling goods that pay best or that simply go easiest.

MUSICAL INSTRUMENTS
AS A SIDE LINE

There is scarcely a community in the country in these days that has not got a good representation of "music lovers." They may own a piano, violin, banjo—anything in the shape of an instrument down to the homely mouth organ; they may be able to play or they may not; but music appeals to them when they hear it; even the farm is musical today, and the magazine and mail-order advertising is constantly setting before the people the possibilities and pleasures of music in the home, says the Western Druggist.

For the druggist, musical instruments form a side line that gives little trouble, bears a good profit, and is not out of keeping even with a high class trade connection.

The more the druggist himself knows about instruments and musical matters, the better of course, for he is in a position, if he has personal knowledge and some musical taste to help him, the more effectively to foster and work up whatever musical enthusiasm the district may afford.

Upon this point will probably depend a good deal the lines upon which musical instruments as a side line will be developed and the importance of the department in relation to the general business of the store.

Where an extensive musical department is maintained, pianos generally form the business back ground for the handling of other instruments, Victrolas, sheet music and musical accessories in general. When this is the case a knowledge of music and musical instruments is desirable, but not essential, and the business, even though it may be run in connection with the drug store, takes on the importance almost of a branch store, rather than of a side line.

DIFFERENT METHODS POSSIBLE.

When the investment and the attention given are limited strictly to the scope of a side line, however, considerable difference in lines and methods of handling them is possible.

We know one Western dealer who confines himself entirely to small stringed instruments—violins, guitars, mandolins, banjos, etc. He has some personal knowledge of stringed instruments in general, and sufficient ability to carry out many of the minor repairs and adjustments which such instruments may need from time to time, particularly in the hands of beginners.

In this way, however, he has developed an excellent and well paying all-the-year-round side line.

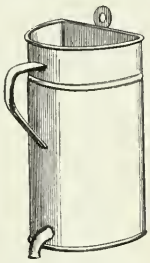
Others without special knowledge of any kind other than a keen sense of the principles of up-to-

SURGICAL ENAMELWARE

Do you carry a small assortment in stock? It will pay you to do so. It strenhthens your position with the physician or hospital to be able to supply their requirements at once.

We carry a very large assortment of

White Slipper Bed Pans
Grey Slipper Bed Pans
Pus Basins, 6, 8, 10 inches
White Douche Pans
Irrigators, 2, 3, 4 quarts
Grey Douche Pans



A special line of
White Enamel Irrigators
of best quality, as illustration with pure gum tubing and pipes complete $10.00 dozen.

Write for Catalogue and Quotations.

THE J. STEVENS & SON CO. Limited
145 Wellington St. W., Toronto, Ont.
Winnipeg, Man. Vancouver, B. C. London N., England

HORLICK'S MALTED MILK TRADE m.m MARK

DOES THE WORD

PROFIT

interest you? If so dispense at your Fountain

HORLICK'S MALTED MILK

The results are Satisfied Customers, Increased Trade, More Profits.

HORLICK
Advertised, Popularized and Created the demand for the Standard Soda Fountain Beverage

MALTED MILK
Attractive Advertising Matter on Request.

HORLICK'S MALTED MILK CO
Racine, Wis., Montreal, Can.

Special Prices when ordered in bulk packages.

The Pure Food Law prohibits the sale of any but strictly pure

EXTRACT VANILLA

WYETH'S

represents the True Flavor of Choice Vanilla Beans.

Free From Any Adulterant

Pure and Wholesome

John Wyeth & Brother

INCORPORATED

Philadelphia, Pa.

date merchandising—including local advertising—are making good money out of talking machines.

The lavish advertising of the leading machines is all to the good so far as the retailer is concerned. Often it is possible, also, to obtain an exclusive agency for a given district so long as a reasonable investment is made in the first place and systematic efforts are made to build up a profitable local trade. A further advantage of the talking machine is that each machine sold lays the foundation for future sales of records, and the profit on records is a good one.

It does not require a musician to explain or to operate it in the store—or in the home; while the quality of the music produced depends solely upon the quality of the instrument and of the records, and this upon the price that the purchaser is willing to pay.

For the long winter evenings in particular the talking machine is a source of continual pleasure in the home; it offers an easy way of entertaining visitors; and the variety of records obtained is almost unlimited.

In handling talking machines it is policy to choose your standard lines carefully according to price. By restricting stock to two or three sizes affording a good price range, the druggist is able to keep down his capital investment and still meet the need of customers of all classes.

A more expensive machine for a special customer can always be got in a short notice.

In many cases, particularly on the more expensive machines, it is advisable also to adopt a system of installment purchase.

The big fish in the sea can't be caught on small hooks.

FOXINESS IN BUSINESS.

A salesman smiled as he emerged from the office of a customer. He seemed pleased, and when interviewed, promptly replied: "I have sold a nice bill of goods to one of the foxy boys who always wears a mask of grief when I call and ask for an order. He becomes sad when I enter his office and almost weeps when I mention what I have for sale. In broken voice he details the poor points of my goods although he has been using them for many years. The prices also seem to cause a severe fit of depression. He claims they are entirely beyond his modest purse. He also appears to have an excellent memory for the good qualities of the merchandise offered by my competitors, which, according to his story, he gets at about his own price.

"This buyer is at heart a good fellow, but in the business world, is known as one of the foxy boys. His misery is all assumed. Outside the business hours he is amiability itself. But he puts on a shroud and sits by the open grave, as it were, when visited by anxious salesmen. It is a case, however, of tragi-comedy. I know what my stuff is worth, and so does the foxy boy, and I always get it after the cemetery influence has passed away. One has to be trained to meet and properly handle the foxy boys, who are successful sometimes with young or inexperienced men, but make little headway with those who know the game."

Does it pay to be foxy in business? Few salesmen are foolish enough to quote fancy prices to possible customers. Likewise, the majority of buyers are fairminded men, well posted on market prices, although, of course, sharp as razors in getting every concession, outside of the gloom of the abject pessimist.

THOMPSON'S DRUG STORE

YONGE ST., TORONTO

Dr. Thompson, of Yonge street, North, is noted for his well kept drug store. A photo of his store window appeared in the January issue of the Journal, showing a Xmas window dressing, which was acknowledged to be one of the best in Toronto. The Doctor practices medicine and has an efficient manager in the drug store.

The Dr. Miles Medical Co.

OFFERS

TO THE CANADIAN TRADE ITS
WELL KNOWN PREPARATIONS

NERVINE--HEART REMEDY
BLOOD PURIFIER--TONIC
ANTI-PAIN PILLS
NERVE and LIVER PILLS

ALL ARE PRICE PROTECTED.

All are satisfactory, both to the trade and the public.

In stock by all Wholesale Druggists.

For information or advertising, address

DR. MILES MEDICAL CO.

193 to 195 Spadina Ave.

TORONTO

NOTICE to DRUGGISTS

THIS QUANTITY OFFER ON

Mentholatum

Is open to you at all times through your Jobber

With 3 doz. Quantity, 1/3 doz. 25¢ **FREE**
" 6 " " 2/3 " " " and 5% Dis.
6 2/3 doz. costs $11.40, sells for $20.00
NET PROFIT $8.60, or 75%
50 CENT. SIZE COUNTS DOUBLE ON QUANTITY

RECOMMEND MENTHOLATUM

AT THIS SEASON FOR

CROUP, COLDS, BURNS, PILES, CHAPPED SKIN, SORE THROAT, CATARRH

The Mentholatum Co., Bridgeburg, Ont.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

EXPOSITION UNIVERSELLE INTERNATIONALE DE GÉNIE CIVIL ET DES INDUSTRIES DE LA SANTÉ PUBLIQUE
AWARDED TO THE MARVEL CO.
PARIS 1902

Gold Medal Awarded---Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully protected by patents

IT IS A MARVEL

You can safely recommend it.

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY
Sole Proprietors
44 East 23rd St. New York

BRANCH OFFICES:
Paris, France - - - 42 Rue du Marche
London, England - 11 Queen Victoria Street
Sydney, N.S.W., Australia 416-418 George Street

All Jobbers Sell it

In another part of his paper he writes interestingly as follows :

"Tincture of iodine is the most valuable drug that railroad and military surgeons can have. A good surgeon and tincture of iodine will show as good results as the finest marble-lined operating pavilion served by the most scrupulous follower of Lister." This paper is full of practical thoughts as regards the application of tincture of iodine in medicine and surgery.

Other references of a more recent nature are as follows :

Merck, in his annual report for the year 1911, states : "Although it is questioned by some whether tincture of iodine has strong bactericidal action, yet painting with iodine is recognized to be one of the best, if not the best, method for disinfecting the skin."

Others are as follows :

Casassorici calls tincture iodine an excellent antiseptic in minor surgery. He painted extremely dirty wounds with it, sutured them, again painted them, and the wounds rapidly healed.

Prof. Reclus prefers it over all other known surgical disinfectants for wounds on workingmen's hands, grimed with filth and dirt.

Hofman used it in about one hundred abdominal cases without one intestinal obstruction.

Mantelli applied it in over seven hundred operations with excellent results.

Sick, in one hundred and fifty appendicitis cases, had no obstruction by adhesions from its use.

Gilbert recommends it in corneal ulcers with satisfaction.

Schmid suggests its use, as he has applied it in all midwifery operations.

Franke extols its virtues in surgical tuberculosis, before and after operation.

Babes, Ferrari and Mario used it largely in erysipelas, while Hildebrand injected it in cases of obstinate infectious urethritis.

Holden experienced wonderful results in luetic conditions, externally and internally. Schanz highly recommends it in all wounds to insure scar production with the least possible danger of disfigurement. Senn, Jewett, Grossich and others have used iodine as a disinfectant of the skin in the area of operation to the exclusion of all others. With Bernucci he used it entirely for disinfecting the hands prior to operation. In lumar anesthesia, Tomaschewski claims that the technic must be done under most extreme asepsis, and to this end he paints the skin with tincture of iodine. And thus may the reports be enumerated ad libitum. In mostly all of the cases thus far reported, tincture of iodine was used in from two per cent. to ten per cent., and in some cases the concentrated tincture made by evaporating one of the above.

FROM THE DRUGGIST'S STANDPOINT.

Now, in the face of all this, of what interest is it to the pharmacist ? In this connection the story is a short one. In the first place, to put this matter before the medical contingent of your immediate section, it must be done in such a manner as to enlist interest and attention.

In the second place, you must make certain claims for your product over the ordinary tincture and be prepared to substantiate them.

Thirdly, you should exercise your ability and get out a nice, neat package, something unusual but useful, in conjunction with an entertaining line of talk in booklet form as to its uses and application in medical and surgical procedures. Much of this information will be found in books, various medical journals and those papers of Major Woodbury.

Briefly, anyone can make tincture of iodine, but not everyone knows what the tincture may contain. In this alone you have a means of creating a market. For instance, assay your finished product, assign a date on your package as to the above, note its absolute strength, guarantee its purity, and assure the absence of impurities by a truthful declaration on the label. As to impurities, we know iodine contains non-volatile matter, poisonous cyanogens, irritating chlorin compounds, and caustic bromine products. By testing for these, eventually removing them if they be present, and giving simple tests whereby the average physician can determine for himself as to whether or not you are telling the truth, would undoubtedly establish your prestige and become a source of revenue.

Two men got rich on making cold cream and selling it to the drug trade. It was not so much that they knew of a better process as much as it was in the materials which they used in producing it, along with care in its preparation.

As to the introduction of it to the medical profession, every pharmacist will have to adopt such measures as will best suit the needs of the section in which he thrives. Two things, however, are important : One is, the literature which you send out must be gotten up to attract attention and be of interest, so that it will not go the way many poorly constructed documents have gone. Reliable data with credit to the investigators, along with other suggestions as to its wide range of application both in medicine and surgery as you know of, should also be given in a neatly arranged brochure. Good literature pays, especially when it is sent to people of a discriminating turn of mind. Following this is the second thought, and this relates to the container and package. This will also depend entirely upon the tastes of the individual in so far as it pertains to the package, but as to the container, this will be a more serious problem. Up to the present we have no suitable iodine receptacle.

FIXED PRICES BEST FOR ALL

BEST FOR THE DEALER

Price Maintenance protects the retail merchant from unfair competition, from the price-cutter who opens a store near by, conducting a business on a "cheap" and unreliable basis, destroys the trade and prestige which has been built up by long, hard effort.

Price Maintenance means profit maintenance for the retailer. It safeguards his profits and makes them stable. If the price-cutter is allowed to flourish, the profits of al the retailers will eventually be forced down and the entire business will deteriorate.

Price Maintenance makes selling easier. It instills public confidence in the integrity of the retailer and the quality of his goods. You can sell a prospective far easier if he knows that he is paying the same price that everybody else pays.

Price Maintenance means quality maintenance. The prosperity of the retailer depends on the quality of the goods he buys from the manufacturer. If price-cutting becomes the established rule, the manufacturer cannot maintain the same high quality in his products, the public will refuse to buy inferior goods, the retailer will suffer.

Price Maintenance is the bulwark against business ruin. It is the one method whereby every merchant, big or little, trades upon an equal basis with every other merchant. It means fair play, honest reward for honest merchandising. Price-cutting, on the other hand, means a free-for-all., cut-throat fight, a general depression of values, and the eventual degredation of the entire drug business.

BEST FOR THE PUBLIC

Price Maintenance means that the prices are right. It is the one great protective method whereby the buyer is certain that he is paying exactly the same price that everybody else pays for the same goods.

Price Maintenance means that the quality is right: that the goods are worth exactly what the buyer pays for them. With the general bait of "Bargain!" to catch the buyer, the price-cutter frequently deceives him into buying goods of inferior quality, under the delusion that he is getting high-grade goods on which the prices have been cut. Price Maintenance shields him from this lure. "Cheap" prices always means "cheap" goods.

Price Maintenance means that the store is right: that the public can trust the character of the merchant and the character of the goods. Doubt and suspicion are removed from the buyer's mind and he can rest comfortably assured that he is not dealing with mountebanks and "sharpers."

Whatever is best for the public is best for the dealer. Price Maintenance protects both.

(From the Keystone)

Correspondence

Toronto, February 18, 1914.

Editor Canadian Druggist.

Dear Sir,—Enclosed please find cheque for $1, being subscription for the present year. Kindly send two copies of next issue, as I wish to mail one to another druggist. I will pay for same if you will let me know the cost.

Yours truly,
F. B. H.

Thornbury, Ont.

Editor Canadian Druggist.

Dear Sir,—Your letter of the recent date to hand and contents noted. Enclosed find $1.00 for your magazine, and I am much obliged for same.

Yours truly,
L. F. B.

Carleton Place, Ont.

Editor Canadian Druggist.

Enclosed please find $2 for subscription for last year and the year 1914, as per statement. On several occasions I have received two copies of the Journal, and I thought I would tell you this as it may be beneficial to you to have it corrected.

Yours very truly,
W. J. H.

KENT-McCLAIN AGAIN.

In making his recent extensive store improvements, Mr. H.E. Middlebro, of Owen Sound, has chosen "Eclipse" all glass construction in show cases together with the indispensable "Trianon" combination stock cabinet, counter, and show case, made only by Kent McClain, Limited (Toronto Show Case Co.).

A friend may be a chap who hopes that he can use you before you can use him.

MADE IN CANADA
Caustic Soda 75-76-77%
Bleaching Powder 35-37%
WINDSOR BRAND
The Canadian Salt Co., Limited
WINDSOR - ONTARIO
THE NICHOLS CHEMICAL CO., Limited
(Selling Agents for Canada)

RENNIES SEEDS
PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER

THE EMPTINESS OF SPACE.

When we speak of outer space, the space between star and star, as being empty of matter, it is rather interesting to see exactly what we mean. We know from observations on the planets that light, in its passage across space to our earth, suffers hardly any absorption, and from this fact we can deduce conclusions respecting the density of such matter as exists in outer space. If the degree of rarefaction in outer space is, for example, in the neighborhood of the one hundred millionth part of an atmosphere, then the appearance of Jupiter, for example, would be as if our atmosphere had twice its present capacity. So that such matter as exists must be in a much more rarefied state. But after all these terms are only comparative. Suppose our atmosphere were allowed to expand up to the limits of the visible universe, as far as the Milky Way, then its rarefaction would be such that it would be quite impossible, by any optical means, to detect the presence of any matter. Nevertheless, there would be about five thousand molecules per cubic centimeter throughout space—Scientific American.

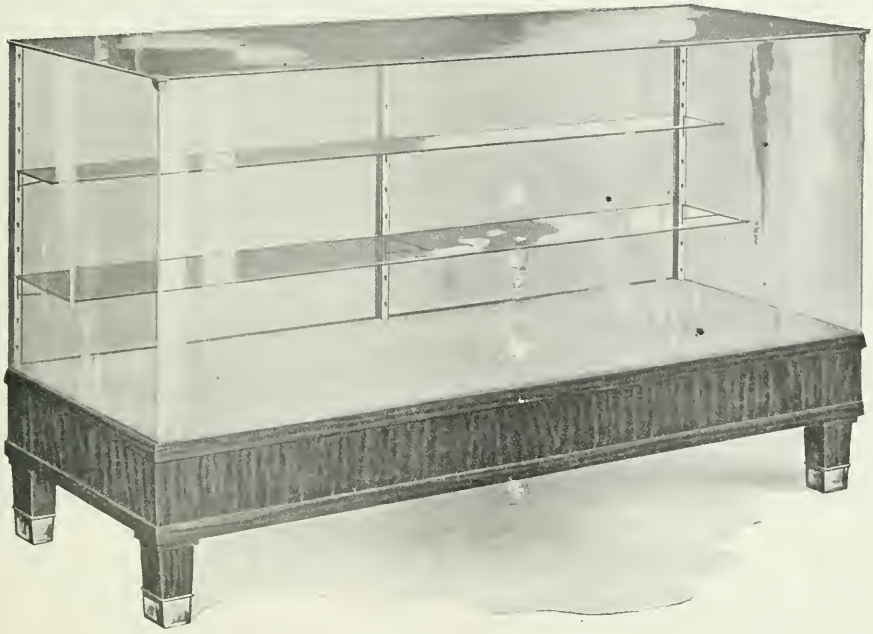
Two little cousins, Jennie and Kate, were disputing about who was the older of the two, when Jennie settled the argument by explaining, "Why, Katie, I know I am older than you, 'cause I 'member 'stinctly one morning going over to your house and saying, 'Hello, Aunt Sarah, where's Katie?' and Aunt Sarah answered 'Why, Katie isn't borned yet.'"

The principal of a college was lecturing his staff of teachers upon efficiency. "What," he demanded, "would be thought of a glove maker who at the end of the season found ten per cent. of his stock returned because it fell below standard requirements? Why should we require a one hundred per cent efficiency from a glove-maker, and only ninety per cent. of a teacher?"

"Because," responded a teacher, "he can select his kids!"

SHOP FITTINGS

But if you cannot come and see us, write for illustrations and particulars.



KENT-McCLAIN Limited

(Toronto Show Case Co.)

181-199 CARLAW AVE. - - Cor. Queen St. East

TORONTO

Montreal Agent—J. M. GAUTHIER—Phone M 967

McLAUGHLIN
HYGEIA SANITARY SODA FOUNTAIN

THE SERVICE THAT REALLY PAYS

Serve your customers well—make them feel grateful for the great comfort and convenience you can give them; and you won't have to complain about loss of business. The service that really counts is the kind that keeps business coming your way, day in and day out, the year 'round.

McLAUGHLIN "HYGEIA" Sanitary Soda Fountains help you to accomplish this. They enable you to wait on your customers quickly and well.

They are used by the most up-to-date confectioners and druggists in the British Empire. Why not enquire? It costs you but a postage stamp and means $'s to you.

J. J. McLAUGHLIN, Limited TORONTO EDMONTON

The Soda Fountain

CREAM PUFF.

Orange syrup, two ounces ; egg, one ; ice cream, 12-to-a-quart scoopful ; soda water to fill glass. Break egg into shaker, add syrup and ice cream, shake until ice cream, syrup and egg are thoroughly mixed. Do not strain. Fill shaker with fine stream soda. Toss drink, pour into a clean glass. Sprinkle with grated nutmeg and serve with a straw. This combination of egg and ice cream produces a very rich, almost custard-like drink, which is very delicious. It can also be made a chocolate cream puff by using chocolate syrup in place of orange.

DAISY SUNDAE.

Put a No. 8 cone of vanilla ice cream into a sundae cup and slice over it one-half banana in fancy slices. Pour over this one ladle of crushed strawberries, sprinkle with chopped nut meats, and top with a cherry.

DAMON AND PYTHIAS

On a small platter place a No. 16 cone of vanilla ice cream, and one of pineapple sherbet. Over them pour a ladle of grape pulp syrup and top each cone with a maraschino cherry.

GOLDEN GATE FAVORITE.

In the bottom of a fourteen-inch Huyler glass put one inch of vanilla ice cream and cover with one inch of crushed strawberries. Cover the strawberries with two inches of raspberry sherbet or water ice, and pour over it a ladle of orange fruit. Fill with whipped cream, and decorate with cherries and insert a long spoon down the side of the glass.

COFFEE ICE CREAM SODA.

Into a large soda glass put two ounces of coffee syrup, two ounces of ice cream. Fine and coarse stream to fill glass.

LIME BLOSSOM.

Into a twelve-ounce glass draw one ounce of strawberry syrup and one ounce of almond syrup. Into this squeeze the juice of one lime, and add one-third of a glass of fine ice. Fill with carbonated water, mix and decorate with a slice of lemon.

CHOCOLATE MINT.

Bruise a few sprigs of mint to get the flavor, add one ounce and a half of chocolate syrup, one scoop of vanilla ice cream, and fill glass with plain soda. Decorate with spray of mint. A bowl of fresh mint makes an attractive addition to any soda counter.

CIDER.

Sweet cider is a favorite with many people, and there are stores which do a very good business in this beverage alone. The druggist may well go after some of this trade, as it is easily handled, and is a trade that might not otherwise come to him. Keep the cider on ice and serve it moderately cold in small, thin glasses.

FROZEN CHOCOLATE.

Put a No. 10 cone of chocolate ice cream in a sundae cup and cover with whipped cream. This is a very popular sundae.

GRAPE NUT SUNDAE.

Put a No. 8 cone of vanilla ice cream into a sundae cup and cover with grape nuts. Top with whipped cream and sprinkle with grated chocolate.

PINEAPPLE CHEER.

Place into a mixing glass one ounce of pineapple syrup, one-half ounce vanilla syrup, one-half ounce strawberry syrup, two ounces sweet cream, one teaspoonful ice cream ; shake well and nearly fill glass with soda water, transfer to thin glass, fill with soda water, fine stream, and top off with a slice of pineapple. Serve with spoon and straws.

MOUNTAIN CREAM.

This flavor is mostly used at fountains, vanilla and strawberry being the flavors. Now, we find mixing one part pineapple, vanilla and strawberry makes it a more tasting flavor.

CREAM EGG SHAKE.

Into a 14-ounce glass break one egg ; add two ounces of syrup of wild cherry or a sufficient quantity of syrup "red tame cherry," one ounce of syrup of raspberry, one-half ounce of cream, one ounce of milk and shaved ice. Shake well, fill glass with carbonated water, coarse stream.

CHOCOLATE SOLDIER.

For a fancy, nice looking sundae, one that is suited to a fountain catering to the better class of trade, this is just the thing: 1 dipper of chocolate ice cream ; 3½ lady fingers, 1 chocolate Teddy bear, 1 small American flag. It sells for 20 cents, although some stores might charge a quarter.—First prize formula from the Bulletin of Pharmacy.

CUPID'S QUAFF.

Cherry syrup, ½ ounce ; orange syrup, ½ ounce ; 1 dash lemon juice and one egg. Break the egg into a glass, add the other ingredients, shake well. Fill with carbonated water and top off with whipped cream.

THE APPLICATION OF TINCTURE OF IODINE IN SURGERY AND ITS EXPLOITATION BY PHARMACISTS.

By F. E. Niece.

Of all the tinctures given a place in the armamentarium of the present-day surgeon, that of iodine holds perhaps the highest position in the esteem of the successful operator. During the past few years several experimenters have used iodine in some fluid form or other with a view of ascertaining, if possible, its disinfection and antiseptic properties. The success that has crowned their efforts along these lines has established the fact that tincture of iodine is a valuable and indispensable adjunct to the surgical ward. These gratifying results have been the means of creating a sphere of prominence for iodine heretofore unequalled by any other tincture of a similar nature. The extensive datum now at our command, as it pertains to actual results in the field of operative surgery, places iodine as the one tincture par excellence. The variety of uses to which it has been applied with beneficial results, as reports seem to show, has gained for it a standing that perhaps very few of the other elements will ever reach. As a galenical long known to us all, but whose virtues seem to have been so little regarded, has in a wide measure made for itself a new province of usefulness and efficiency in medicine, and, as we shall endeavor to elucidate, an equally as good a means for deriving a profit to the pharmacist.

In a vague manner we have known iodine to be possessed of peculiar properties, for some time past, but what they were, and as to facts to base our opinions upon, was up to a few years ago lacking. Iodine dissolved in alcohol and called "tincture of iodine" has not only been of service to our various boards of pharmacy, but it has also been accepted by the laity as a useful servant in eradicating many of the light ailments flesh is heir to. In short it has been largely regarded as a household panacea. Much of this naturally was fanciful, but, notwithstanding this notion as to its virtues, it did work wonders, but why, no one seemed to know until experimenters began to give some attention to the subject of its hidden properties. Within the last year or so much has been written extolling in the strongest terms its alleged virtues. One excellent feature about this substance is in the granted assurance that it will work in many critical surgical results where serious results have been the outcome from using other substances in a like manner. This has been largely due to the fact that it fulfills a function that so many other disinfectants cannot begin to do.

HISTORICAL.

It appears that the first confirmed reports as to its ascribed virtues, and its administration into American surgery, was by Major Frank T. Woodbury, of the U. S. A. Medical Corps, in 1906, when he used it for its value as an antiseptic and disinfectant in a case of caesarean section on a patient from the Island of Samar. In this connection Bauman, of New York, also claims to have used it in the emergency wards of the St. Mark's Hospital and Mt. Sinai Hospital dispensary in the years of 1905 and 1907, respectively. The earliest reports in which it was applied in severe cases to fresh wounds was by Prof. Powell, at the Rush Medical College in Chicago, during the years of 1869 and 1870. He used it in woorara poisoning. In the year of 1907 Dr. Knowles, of Iowa, applied it for rattlesnake bites with excellent results. What controversy there may be on the subject, it is quite true that Major Woodbury is entitled to some credit on the work he has done in this direction. At least his published reports in the New York Medical Journal of May, 1907, and the same journal in December, 1910, holds that he was a pioneer in its use for general surgical purposes. It seems rather strange that it required almost a century for us to determine the peculiar properties iodine held in reserve, for from the time old Courtois in 1811, a renderer of fats and a boiler of soaps, living in Paris at that time, observed the peculiar action of kelp liquors on his copper boilers, to the discovery by Woodbury, it has required just ninety-five years to produce the evidence: a rather long time beating about for someone to find out its virtues.

In the 1910 report of Major Woodbury six interesting cases are cited in detail, in which solution of iodine was the only antiseptic and disinfectant used. The case reports are profusely explained. In this his conclusions on iodine are so exceptionally good that the same is well worth repetition for the reason that it contains a general idea as to the disclosures made by the use of iodine in actual practice.

"Iodine is the long desired, ideal, disinfectant and antiseptic. It is cheap, easily obtainable, can be carried in small bulk, is efficient in high dilution, does not damage tissue even where its vitality has been much reduced by traumatism or infection; it has been invariably successful as a germicide under all conditions when the drug and the germs have been brought together, and though it has great power of tissue penetration, the writer has yet to see a case of poisoning even when it is mopped in full strength on the peritoneum and in the parturient uterus."

"It can be used to disinfect the area of operation without previous preparation, to sterilize instruments, suture material, dressings, and the hands of the surgeon during the time that the patient is going under the anesthetic."

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Optical Department

Use of the Maddox Rod.

(Copyrighted by the Royal College of Science.)

The Maddox Rod, an instrument invented by Maddox, an English oculist, for the purpose of uncovering muscular imbalance of the recti and oblique muscles of the eye, is composed of a glass rod or cylinder (usually of red colored glass), set in a stenopaic opening of a metal disc. This test is generally conceded to be the best of all tests for the muscles. It is based on the distortion of the image of the light into a long drawnout line, so that there is absolutely no resemblance between the two images of the light formed on the retina of each eye.

The diameter of the rod is about ⅛ of an inch. Sometimes it is made of a series of rods joined together or fastened side by side. Now, these rods act just the same as strong cylinder lenses and elongate the candle flame or gaslight looked at into a long streak of light running at right angles to the direction in which the cylinder is placed before the eye. This appearance causes such a dissimilitude between the two retinal images that it destroys all desire to unite them and preserve binocular vision. This fact is utilized as the basis of the Maddox test. There is one thing that is an advantage in this: it is not required to use such great care to see that the cylinder is exactly vertical or exactly horizontal, because slight malpositions of the cylinder do not materially alter the results as is the case when using prisms only.

In making this test the rod or groove is placed over the right eye with the correction for the refractive error placed in the rear cell of the trial frame. Generally the right eye is tested first the other eye being left uncovered. Now, how does this test the muscles? You know that the desire for binocular vision is so strong that great muscular insufficiences are very often overcome and masked by the effort to maintain it.

If this desire is removed, each eye being under the control of its own muscles, any inefficiency of the muscles will be revealed and the eyes still maintain straight, it is safe to assume that the ocular muscles are normal.

If any deviation occurs of one or both eyes, or a separation of the two images as formed in each eye, it is proof of the inefficiency of one or more of the ocular muscles.

The best flame to use is that of a gas jet turned low at a distance of six meters, or an electric light with a frosted globe and covered with the exception of a small aperture, which the patient is directed to look at with both eyes open; after the trial frame has been fitted with correcting lenses and Maddox rod as described before.

If Orthophoria exists then the line will pass directly through the light vertically when the rod is at 90 degrees, and horizontally when it is as 180 degrees, and will show that there is perfect balance in all parts, or co-ordination of the muscles.

If, however, the streak appears either to one side or the other, or above or below the light, Heterophoria exists, that is to say the muscles are not balanced and the amount of error is shown by the strength of prism that is required to bring the streak of light through the other or clear light.

If the line of light (with the rod in front of the right eye) appears to the right, Esophoria is present and will require the prism to be placed in front of the eye base outwards; if towards the left, Exophoria is present and the prism will require to be placed base inwards, or towards the nose.

If the line of light appears below the other light, Hyperphoria is present and the correcting prism will require to be placed base down in front of the eye.

If above the light, the prisms will be required to be placed base upwards. This condition is known as Cataphoria.

Each of these different positions show an imbalance of either the external or internal Rectus in Esophoria or Exophoria and of the Superior and Inferior Rectus in Hyperphoria or Cataphoria.

There is another method of testing these muscles and the oblique muscles also by means of the double prism which will be taken up in a future lecture.

OPTICAL TRADE NOTES.

C. W. Morris, formerly of Amhurst, N. S., who has recently been in charge of the optical department of the Robert Simpson Co., Toronto, contemplates the installation of a complete grinding plant to facilitate the more rapid filling of prescriptions.

W. H. Taylor, druggist, Owen Sound, Ont., is making the addition of a complete optical department to his business.

I. B. Walker, in charge of the prescription department of the Kahn Optical Co., 19 Adelaide St., W., Toronto, has installed a complete surface grinding plant in the prescription department of the above company.

The Queen City Optical Co., under the management of Mr. J. McClure, formerly with the Robt. Simpson Co., reports things in a thriving condition since estab-

lishing the new business at 147 Victoria St., Toronto.

The Imperial Optical Co. have opened a branch house in Edmonton, Alta., and will be prepared to take care of rush orders and prescription work from this growing center. The branch will be in charge of Mr. S. Gibson.

Geo. Duckett, of the Brantford Optical Institute, has sold the business and good-will to Dr. S. J. Harvey, of Toronto. The premises are being completely remodelled and fitted with the latest appliances for carrying on a thoroughly up-to-date optical establishment.

The Michigan Optical Co., Toronto, have issued a 168 page catalogue, showing the excellent range of wares carried by the Company.

The Monarch Optical Co., Ltd., report a thriving prescription business and are constantly making daily records in the volume of prescriptions received and dispensed the same day.

H. C. Brown has been engaged by J. R. Roger, of Kingston, Ontario, to take charge of his optical business.

J. M. Jerome, traveler for the Michigan Optical Co., has been called to his home in Wingham, Ont., on account of the illness of his parents.

H. G. Pope, of Toronto, has opened an exclusive optical business in Owen Sound, Ont., and has installed all the necessary plant and equipment for lens grinding and general prescription work.

The Royal College of Science, Toronto, have issued their 1914 calendar embracing the courses given in Optics, Optometrics, and Ophthalmology. It is a splendid sample of the printing art, and shows enormous development in the equipment of the institution, construction of the courses, and general additions in Ophthalmic work. They report a considerable increase in attendance, and many requests for competent refractionists from various towns and cities throughout Canada. Their Doctor of Ophthalmology course is unquestionably the most complete course on the eye given by any College on this continent.

H. C. Preston, manager of the Michigan Optical Co., has recently visited a number of the leading cities in Ontario, in the interests of his Company.

The Toronto Hydro Electric System have leased two entire floors in the Herman office building, which is the Toronto home of the Imperial Optical Co.

The Kahn Optical Co. lose a capable assistant in the retirement of Miss Adele Strauss, who retires from the business to be married in the near future.

WITHOUT GLASSES.

WITH GLASSES.

The above cuts should have appeared in the Optical Department in the March issue.

WHY A PORTRAIT'S EYES FOLLOW YOU AS IF ALIVE.

Why do the eyes of a painted portrait follow you?

It is often uncanny, the way they do it. In older days a superstition attached to it—especially with regard to certain portraits in ancient houses. The idea has been embalmed to some extent in literature.

But we know now why the thing is so. It is simply an optical illusion, easily explained.

To produce such an effect, the eyes of the person represented in the portrait must be looking directly front, and not toward one side. So much for that. Now, under such circumstances the pupil of each eye, is necessarily in the middle thereof with as much "white" on one side as on the other.

Obviously, this relation does not vary at all with the position assumed by the observer. The latter may stand far over on either side of the picture, and yet from his point of view there is as much "white" on one side of each eye as on the other, and the pupil still is in the middle. Such being the case the painted image continues to look directly at him.

That is all there is to it. And exactly the same principle applies to the pictures, often seen in the advertising signs, which not only look but also point a steady finger directly at the observer, no matter where the latter may stand. Sometimes instead of a finger it is a pistol in the picture that is pointed.

This very curious optical phenomenon is exhibited most strikingly on the street cars. One enters, say at the rear door, and sees on a picture sign, a man pointing a finger or a pistol at him. As the passenger goes forward the man actually seems to turn and follow him with eye and pistol, still pointing the latter at him when he has reached the front door of the car. It is a swing through an arc of ninety degrees or more.

You see whatever the point of view may be (so long as the picture is in sight at all), the muzzle of the pistol or the fingertip is always optically central. The picture being a plane surface, the relation of fingertip or muzzle to the other parts of it are unaltered. Hence, wherever you stand, the pistol or finger points at you.

In the palatial mansion of a New York multi-millionaire there is a double staircase, the two flights joining at a landing above. On the wall is a huge painting of a flock of sheep coming down hill. The picture is a famous work of art, and cost nobody knows how many thousands of dollars, but the thing about it that chiefly interests most people who see it is that, no matter which of the two flights (which are fifty feet apart) one ascends, the sheep seem to be running directly toward the observer. Here, again, the optical principle involved is exactly the same.

THE OPTICAL DEPARTMENT IN THE DRUG STORE.

By E. D Reed.

There are very few druggists throughout the country who realize the vast importance of adding to their business these words, "Eyes Tested Here." Every town has its number of cases of defective sight. Some of them are very small, while others are bad—most of them can be cured.

Perhaps when you have finished reading this far you will ask, "How can I test eyes? I don't know anything about it." You don't have to go to a college to take a special course, and you don't have to spend day after day in a class room studying.

I am quoting a few paragraphs here which will tell the story better than I could do it myself. All I want to say is that the course put on by the Royal College of Science is one well worth while investigating.

THE DEVELOPMENT OF OPHTHALMOLOGY.

Toronto has been recognized as the educational and intellectual centre of Canada. No other city in this great Dominion can boast of so many schools, colleges and universities, and as a place of residence it cannot be equalled by any other university city in the whole country. It easily takes first place as a manufacturing and wholesale optical centre, as well as having the only Government chartered College of Ophthalmology.

In 1902 this college was opened in the heart of the business section of this large and growing city. The enthusiasm of its founder was contagious and soon infected a large number of students of optics. The old quarters became too small for the growing work of the institution, and a new place had to be secured.

The College was moved to its present location, where it acquired valuable property well suited for its purposes, and where every facility could be placed at the service of the student.

Ophthalmology received legal recognition in Ontario in 1904, when a special charter was granted by the Government to enable the associates of this College the full and complete privileges desired for the permanent establishment of a College embracing all subjects necessary for a thorough training in the science. In the matter of granting a charter the Government was most exacting in its requirements and stipulations, and it was only after the application for the charter, together with the standing and ability of the applicants, was thoroughly studied and investigated by the office of the Provincial Secretary, the Ontario Medical Council officials and others, that they received the coveted privilege of doing educational work under govern-

ment sanction. The broad scope of their privileges conveys the right to teach Anatomy, Physiology, Physics, Chemistry, Optometrics, and also covers many special subjects of the greatest importance to the student of Ophthalmology.

Their curriculum has been improved until it covers in a thorough manner every phase and feature of the science of Ophthalmology, and every instrument or apparatus essential to teaching and practice has been placed in their class and clinical rooms, until they possess the best and most complete equipment of any college of its kind in the world.

They have added many special subjects from time to time, and their clinics are of the most varied and profitable character. The physicians, surgeons and opticians of high standing have found these advantageous and profitable, and many have availed themselves of the privileges afforded by these courses.

THE DOCTOR OF OPHTHALMOLOGY

Occupies a unique and enviable position in the professional field. He it is who performs the office of diagnosing simple, compound and intricate defects of sight. He enables the child at school to get a full and complete understanding of the lessons and demonstrations. Hazy perceptions and faulty images are clarified by his aid. The child, student and finished scholar owe their attainments largely to his skill. Many a dull, unintelligent child has been advanced in standing step by step from the very lowest position in the first grades to the most honored place in the class, and closed his college career with exceptional distinction, because of the Ophthalmic Science of which he is master.

THE EYE'S RELATION TO HEALTH.

He understands the eye and its relations to health. Its influence over the nervous system, stomach, head, vital organs and mentality. His command of optics places him in the foremost rank as an optician, and the large profits of an optical practice add thousands of dollars to his income.

HAS OPTICAL TRAINING.

The Doctor of Ophthalmology is an optician, but an optician is not an ophthalmologist. Just as a medical doctor is a druggist, because the compounding of medicines forms a necessary part of his training, the Ophthalmic graduate can diagnose and cure troubles of impaired and failing sight. He is a specialist in the restorative measures for the benefit and cure of that wonderful organ, the eye, the usefulness of which is the most valuable of all the great gifts of nature with which man has been endowed.

THE EYE HEAVILY TAXED.

Never since the genesis of intellectual development in the human race has such a great demand for constant effort been placed on the organs of sight, and never during the history of civilization has such a value been placed on the complete unimpaired usefulness of this organ.

In the workshop, factory, store, office, railroad, school, college, pulpit, and in art, as well as all walks of life, the health and range of usefulness of this organ marks or retards the progress of its owner. The child of progress and man of affairs are they with unimpaired vision. Keen sight means a keen intellect, progress and rich reward. The impairment of this one organ casts a shadow over the intellects, habits, capabilities and darkens the life, and not infrequently destroys the complete usefulness of the owner.

AN INVITING FIELD.

Fabulous prices have been paid and are being paid for the blessing of restored sight, and the very few at present in practice competent to care for this wonderful organ command their own price. Ophthalmology stands to-day as one of the most inviting fields of effort for any man or woman. Never was there such a demand for skilled attention for defective sight, and never so inadequate the supply. From towns and cities all over the country have come calls for graduates in this science and the demand is steadily increasing, even more quickly than the supply.

This college has the most complete equipment for teaching all branches of this wonderful and fascinating art. The institution was founded by one himself an early sufferer from undiscovered and uncorrected visual defects ; he became absorbed in its relief and scientific correction, and searched the colleges and hospitals of two continents for the best ways and means of obtaining and giving relief. The course taught here represents the real worth of hundreds of books reduced to live practice ; it also represents the best points in scores of individual and combined teachings converted into a practical utility, and over and above all, it contains the result of concentrated effort on the part of a staff of trained specialists in daily practice to discover and perfect ways and means for the cure of manifold troubles that baffled the efforts of those unaided by such exceptional facilities as possessed in the laboratory and numerous examining and treatment rooms of the Institution.

COURSES OF GREAT VALUE.

So perfected are the courses taught by the College, that opticians, optometrists, doctors and scientists have come from remote fields to be instructed in the latest and best methods for the relief and cure of intricate affections of the sight. From the Far East and Distant West men, and even women, have journeyed to learn how to relieve, remedy, and save the greatest of all gifts contributory to man's happiness. They have found

the courses full of interest and of great value, and yet so simple that anyone with an ordinary public school education could pursue the studies with pleasure and complete the course with credit to themselves and honor to the profession. Distant lands have already benefited by the advances made in the healing art taught in the class room and clinics of the institution. What greater service can one man do for another than restore his failing sight that threatens to plunge him any moment into the pit of darkness and ever present despair?

(See cuts on page 235)

EXTENSIVE ADVERTISING CAMPAIGN.

S. S. Stafford & Co. Make Splendid Offer to Druggiss and Stationers.

S. S. Stafford, Inc., New York, manufacturers of the famous Stafford inks, mucilage, paste, carbon papers, typewriter ribbons, etc., have commenced an extensive advertising campaign, and will start off with a full page announcement in the Saturday Evening Post of April 11th. Advertisements will also appear in the following publications:—Collier's Weekly, Leslie's Weekly, System, Literary Digest, Associated Sunday Magazine, and American Sunday magazine, and other journals. The trade will read these advertisements with considerable interest, and will note the big possibilities that are thus opened for the progressive stationer in increasing the sales of Stafford's goods. Incorporated in the advertisement in the Saturday Evening Post and the other magazines will be a coupon which will entitle the reader to a 2-oz. sample of Stafford's Commercial Writing Fluid, provided he makes a purchase of 25 cents worth of other goods from his stationer.

These samples that are given away by the stationer will cost them nothing, as the Stafford Co. will credit their account with a 2-oz. bottle for every coupon which they send in signed by one of their customers.

S. S. Stafford, Inc., also intend to aid the handlers of their goods by sending them a genuine art poster hanger to display in a conspicuous place in their store or to paste on their show window, and will also furnish circulars and other store display material. More than this, they will name a price on commercial writing fluid in fountain pen packages, which will enable the stationer to retail the usual 25c. desk and traveler's fillers for 15c.

This advertising campaign, inaugurated by Stafford shows the up to date methods adopted by this house in bringing their line prominently before the attention of the trade, and we believe, should prove of great benefit to all handlers of their goods.

No man can appreciate the best of it until after he has got the worst of it a few times.

Stationery and Fancy Goods.

We illustrate one of the attractive new scribbler covers of Buntin, Gillies & Co., Ltd., Hamilton. This is but one of a range of new covers, each of which has been especially designed to attract the

interest of the children, this firm having gone so far as to take the latter into their confidence in the choosing of subjects. A novel feature will be the printing of First Aid Instructions and other useful information on the back of the covers.

WARWICK BROS. & RUTTER.

In the May issue of the Journal we hope to publish a photograph of the new building recently opened by the above firm, and also a list of their new lines, which are displayed to great advantage in the immense show rooms.

KENT-McCLAIN AGAIN.

Mr. A. L. Smith, of Port Arthur, has a very handsome new store. The finish is fumed oak and the showcases are of the well-known "Roman" type—all glass construction with green marble bases. The outfit was built by Kent-McClain, Limited, (Toronto Show Case Co.)

Many a spoiled boy has developed into a fresh man.

Turning Money Into Your Cash Drawer

Coca-Cola

TRADE MARK REGISTERED

is liquid currency—just as sure as you *serve the genuine* you're going to coin every liquid ounce of it into cash.

¶ Soda fountain men have quit guessing about whether or not they're going to sell that item of stock in trade—they *know* they're going to. Gigantic advertising—big demand—unvarying quality—and right-down-to-the-ground generous methods have made Coca-Cola the surest cash register tonic any dealer can prescribe.

¶ *Who* could be so short-sighted as to try to get by with a quack's prescription—a "they-can't-tell-the-difference" substitute? Your cash register speedometer can tell the difference—every time.

¶ Eliminate the question of what's honest and bring it squarely down to business sense—who will trade a certainty for a thimble-rigger's gamble? Certainly not you.

Serve the Genuine—Whether Asked For By Full Name Or Nickname

Order From Your Jobber

THE COCA-COLA CO.
ATLANTA. GA.

Whenever You See An Arrow Think of Coca-Cola

D-1

A STUDY IN ECONOMY.

By Frank T. Bosworth, in Nat. Druggist.

Certain lines of drugs, such as pharmaceuticals and chemicals, are frequently purchased with little thought for economy. Where there are so many hundreds of different items the druggist is very apt to let prices take care of themselves. And who can blame him? Nevertheless, a careful study of price lists covering these two lines reveals certain facts, which, if taken advantage of, may be the means of considerable saving to the druggist. Take the case of pharmaceuticals. Here the saving in buying bulk packages is often surprising. For the sake of illustration, it will be necessary to use the prices of a certain well-known line, and while variations in actual figures may be expected in the case of other lines, they will serve to show the comparative cheapness of bulk prices. At the date of writing, 500 hypodermic tablets of morphine one-fourth grain are priced $3.51, but you can buy two 500's for only $1.68. On tablet triturates the saving is nearly as great. For instance, 500 one-half grain are $5.67; 1,000, $8.39. A five pint bottle elixir lactated pepsin costs $1.70; a gallon, $2.00. Five hundred pills cascara Hinkle are worth 96 cents, but your jobber only charges you $1.05 for 1,000. Five hundred pills emmenagogue improved are priced at $2.20; 1,000 are only $3—and so on. Not that any dealer would be justified in buying beyond his needs just for the sake of getting a price. But surely prices like these on staple items are too tempting to pass up. Anyhow, it does no harm to be posted.

Now, just one suggestion as to chemicals. I would never order an ounce of any chemical without first looking up the price of a quarter-pound, for very often, especially in the cheaper ones, quarter pounds cost very little more than ounces. If you don't know how to figure quarters, simply take one-fourth of a pound price and add three cents if it is put up in a can; five or six cents for bottles, according to whether the pound bottle is listed at nine or ten cents; and ten cents for a glass-stoppered bottle. If the item is listed in pound boxes or cartons, inclusive, simply add ten cents and divide by four. Thus calomel, listed at $1.00 per pound, would cost $1.20 per pound in quarters.

Here are a few items picked out at random with the comparative cost of ounces and quarter pounds.

	Cost of Ounces	Cost of ¼-pounds.
Acid gallic	$0.10	$0.20
Acid lactic	.12	.24
Pot. permanganate	.06	.09
Sodium sulphocarbonate	.08	.13
Zinc chloride	.10	.15
Terpen hydrate	.08	.14
Cerum oxalate	.07	.12
Hydrocyanic acid, dilute	.10	.12
Sodium benzoate	.08	.14
Resorcinol	.15	.34

Chemicals are often ordered in two ounce lots, yet there are few instances, except in the higher priced items, where four ounces can be purchased for less money.

Of course it would be practically impossible for the druggist to look up prices on every item he buys—it would take too much time—but he should know when it is well to do so. Two such instances are suggested in the foregoing, namely, in buying staple pharmaceuticals and ounce packages of chemicals.

BUFFALO COLLEGE OF PHARMACY.

Wednesday night, February 18, was a gala day in Rochester, N.Y., for the graduates of the Buffalo College of Pharmacy living in that section of the state of New York. It was the occasion of the second annual alumni dinner for the Rochester district.

The "Powers" hotel housed the graduates and served them with a fine dinner. Five members of the faculty came on from Buffalo headed by Dean Gregory. The others were Professor A.P. Sy and instructors Richard F. Morgan, Chas. H. Gauger and Ray M. Stanley.

Some important questions were discussed, among others the Sunday closing of drug stores. On this topic there seemed to be a general willingness to close up if all other mercantile establishments were also prevented from doing business.

The total attendance was about thirty. At the close of the meeting F.M. Kline was elected President, and George M. Gilbert, Treasurer, and a committee to make the necessary arrangements for next year's meeting and dinner.

BLACK VARNISH FOR WOOD.

For dark room or laboratory benches there is nothing better in my experience than the following:

Cupric chloride ..... 15 g.
Potassium bichromate ..... 15 g.
Hot water ..... 100 ccs.

Paint the wood over with this and allow to thoroughly dry and then apply—

Aniline hydrochloride ..... 10 g.
Water ..... 100 ccs.

Allow to dry. Wipe off any yellow powder that forms and repeat the process till black enough and finally give a rub with boiled linseed oil. The aniline black is thus formed in the wood and the stain is acid, alkali and waterproof.—E. J. Wall, F.R.P.S.

A man never questions a woman's sanity as long as she doesn't interfere with any of his crazy projects.

MAGAZINES AS A SIDE LINE.

Is the ordinary monthly magazine a good sideline for the druggist? Judging from the number of drug stores carrying magazines and papers at the present time, there can be no doubt that there is money in them. A writer in the Bulletin of Pharmacy has a very different idea to the average druggist regarding the sale of newspapers and magazines. He says in part :—

"We have a little different method, and what we consider a better method, of extracting the dollar almighty from periodicals. We sell subscriptions.

About four years ago the idea occurred to us, and we have been persistingly in the game ever since. We have, with practically no capital tied up therein, built up quite a respectable local subscription agency. The first year we cleared $400.

On October of each year a certain newspaper puts on a subscription contest. Last October we secured 235 subscriptions for this paper. A year's subscription sold for $2, and we got a twelve-and-a-half-cent commission on each sale, besides winning one of the prizes awarded agents for securing subscriptions.

Now, the getting of these subscriptions at the cut rate and consequent cut commission is just the beginning of this particular branch of our agency business. Next year the paper will pay us fifty cents commission instead of twenty-five cents, and we will get the benefit of renewals.

Some magazines offer special commissions to those agents who get ten or more subscriptions per month. The Cosmopo'itan and Modern Priscilla, as well as others, offer special inducements of this character.

Certain other magazines offer subscriptions at a very low figure. We get one of the best known $3 magazines in the world for $1.35. Another $3 magazine costs us $1.60. Others are not so liberal, and these we give a good letting alone. The first one mentioned—the $1.35 one—net us $41.25 last year ; the second—the $1.60 one—$25.20.

Another phase of the business is comprehended in the clubbing offers with which everybody is more or less familiar. There is seldom a clubbing offer made that will not yield the dealer a good profit. Clubbing agencies accord dealers extremely businesslike and satisfactory treatment, and often through these agencies a man is put in touch with "special inducement" deals. For instance, last fall a certain standard dollar-and-a-half magazine offered a two year's subscription for $2, giving the dealer forty cents commission on every new name secured.

A leading agency, located in the State of New York, supplies us with a general subscription catalogue for distribution. Our name only as agents appears on this catalogue.

We keep a book and every subscription taken is put down on it. The date of expiration is marked down opposite, and when that date comes round, we notify the subscriber, and in a tactful way solicit a renewal."

Our readers will readily see, from the above

statement, that there is money in the magazine business. When a druggist can make $400 a year on subscriptions, it is a wonder that more druggists do not try this as a side line. But the secret of this man's success seems to be in the fact that he did not try to sell the magazines, but to get subscriptions for them. This was his prime object. He made a show of them and pushed them to the utmost extent. This is the only way to sell any kind of side line or any regular line. Well displayed and well kept, and then the goods are practically sold.

In this way the druggist is not bothered with a host of different magazines; he is not bothered with the delivery end of them; he simply takes orders for subscriptions and sends them on to the publishers.

Begin the morning by saying to thyself, I shall meet with the busybody, the ungrateful, arrogant, deceitful, envious, unsocial. All these things happen to them by reason of their ignorance of what is good and evil. But I who have seen the nature of the good that it is beautiful, and of the bad that it is ugly, and of the nature of him that does wrong that it akin to me . . . I can neither be injured by any of them, nor can I be angry with my kinsman, nor hate him.

Cherish as a vital principal an unbounded spirit of inquiry and ardency of expectation, unfetter the mind from prejudices of every kind, leave it open and free to every impression of a higher nature which it is susceptible of receiving—guarding only against self-deception by a habit of strict investigation—encourage rather than suppress everything that can offer the prospect of a hope beyond the present obscure and unsatisfactory state. The character of the true philosopher is the hope of all things not impossible and to believe all things not unreasonable. . . . Humility of pretention no less than confidence of hope is what best becomes his character.—Sir John Herschel.

PRESERVING CUT FLOWERS.

The Scientific American says that sugar solutions act well as preservatives of many cut flowers. Carnations lasted longer in a 15 per cent. solution, while roses were most permanent in a solution of half that strength. Chrysanthemums and tulips were not benefited. Although lilacs are not benefited by sugar alone, if they are kept in a 12 per cent. solution, which also contains one-hundreth of one per cent. of manganese sulphate, they last much longer than usual, and improve in tint. It has been found that when the osmotic pressure of the solution outside equals that of the juices in the flowers, the best results are obtained.

GOING DOWN.

Little Jimmy had been playing upstairs in the nursery while his mother was preparing dinner. All of a sudden his mother heard him falling downstairs, and ran and picked him up and asked him how he happened to fall downstairs, at which he replied: "I just taught my toe and fell, but it doesn't mate any difference betause I was coming down anyway."

THE FACT

THAT

GIBSON'S CREAM TOFFEE TABLETS

GAINED the GOLD MEDAL and GRAND PRIX at Exhibition of the Institut International d'Alimentation and d'Hygiene, held recently in Paris, is just one more link in the long chain of evidence which goes to prove that this delicious sweetmeat is building up for itself an unique reputation in the history of confectionery. Gibson's Cream Toffee—every tablet stamped "Gibson"—is now known to the consumer in the principal countries of the world as the finest product of the confectionery art, and, as such, is rapidly becoming a household word. The number of testimonials Gibsons have received from their Chemist friends is ample proof of this assertion.

Packed in cases that contain 12 5-lb. bottles, which bottles, when set out, make an attractive display.

Medicated and High-class

LOZENGES, PASTILLES,

and ALL B. P. C. Compressed Tablets.

ROBERT GIBSON & SONS

LIMITED

MANCHESTER and LONDON

Municipal Food Inspection

By J. G. Rutherford, V.S.

(Continued from last issue.)

2. BUTTER AND CHEESE.

While, from its nature, butter is not generally looked upon as being as active an agent in dissemination of disease as milk, recent experiences have shown that in this regard it is also worthy of close attention.

The following report on experiments conducted by Dr. E. C. Schroeder, Superintendent of the United States Experimental Station at Bethesda, Maryland, speaks for itself:

"Butter was made from the milk of a cow affected with udder tuberculosis and tested from time to time by making guinea-pig inoculations with it. The butter was salted at the rate of 1 ounce of salt to the pound of butter, and the conclusions drawn regarding it are as follows:

The guinea-pig inoculations show that tubercle bacilli in ordinary salted butter undergo no attenuation in forty-nine days, that they are still highly virulent after ninety-nine days, or more than three months, and that they are still alive after one-hundred and thirty-three days.

Since these tests were made, it was found that bacilli are still alive after one hundred and sixty days, which indicates that Dawson's period of eight months is not an exaggeration.

As the investigations of the experimental station regarding the long-retained virulence of tubercle bacilli in butter called out a popular criticism to the effect that the inoculation of guinea pigs was not a sufficient test to show that such bacilli are dangerous when they are ingested, the following experiment was made:

Four hogs, weighing 125 pounds each, were tested with tuberculin to make sure that they were free from tuberculosis and then placed in four separate disinfected pens. Each hog was fed one ounce of butter daily in addition to its other feed; the butter was of the kind used for the guinea pig inoculation tests; the feeding was continued thirty days. This butter consisted of several different lots, the youngest of which was 90 days, or three months old, when it was fed to the hogs. The amount of butter received daily by each hog was less than the average person of the same weight eats, and the total amount received by each hog was less than two pounds.

Several months after the feeding of butter was discontinued, the hogs were killed and examined post mortem, and three of the four were found to have contracted tuberculosis."

More direct evidence to prove that tuberculosis is contracted from infected food, and more direct evidence to prove that tubercle bacilli remain alive and virulent a quarter of a year in ordinary butter, would be difficult to obtain."

In this connection also it should be noted that it is now generally admitted that, in order to protect from tuberculosis the calves and hogs in the vicinity of butter and cheese factories, it is advisable to pasteurize the skim milk and whey which go out as by-products from these institutions.

This is another striking instance of the greater interest shown in the preservation of animal health than in that of human species.

The farmer has learned that by the adoption of common-sense precautions he can prevent the infection of his calves and pigs from this dire disease, but in the case of children, the matter of life and death is still too often attributed to Providence.

Dr. Shroeder also states that bacilli may remain active for long periods in oleomargarine.

Cheese is not generally looked upon as a source of danger, but if made from milk containing tubercle bacilli, it is by no means as harmless as it is generally supposed to be. Fresh products of this class, such as cottage cheese, are especially dangerous, and Professor F.C. Harrison, now principal of Macdonald College, Quebec, has conclusively proved that tubercle bacilli may remain alive in Cheddar cheese for as long a period as 104 days. It is therefore evident that both butter and cheese are suitable media for the preservation of the life and virulence of the tubercle bacilli.

MEATS.

If the public conscience in Canada has been slow in awakening to the vital importance of sanitary supply of dairy products, it has been, if possible, even more somnolent with regard to the inspection of meats and meat food products.

When one considers the appaling risks to human health, and even directly to life itself, which are daily incurred by thousands of our fellow-citizens, owing to the lack of any proper safeguards against the ignorance, carelessness, and, in some cases, the unprincipled rascality of the purveyors of foods of this class, it is hard to believe that we are living in a civilized country in the midst of twentieth century enlightenment.

I am in no way stretching the truth when I make the statement which I now do advisedly, that when as a result of the "Jungle" agitation in 1906, I was called upon in the latter part of that year to draft the measure now known as the Meat and Canned Foods Act, so far as I was then or have now been able to ascertain, there was not in the

whole of Canada a single individual properly qualified in the only way possible, namely, by special training, to perform efficiently the duties of an official inspector of meats. Nor was there at that time in the Dominion any institution which gave or even purported or pretended to give a course of instruction in the various subjects with which such an officer must necessarily be familiar.

As a matter of fact, in order to obtain the inspectors required to put the Act in operation, I was compelled to arrange for a special course of tuition in Chicago, and to avail myself of the good offices of the United States Bureau of Animal Industry, in securing for our embyro officials the practical training especially essential to the proper performance of their duties.

The movement for municipal meat inspection of an effective character may be said to date from the time when the public began to realize, from observing the operation of the new legislation, what meat inspection actually meant. It is true that in one or two cities there had for some time previously existed so-called systems of meat inspection more or less rudimentary and ineffective, but the new order of things very soon fixed the rel ative status and value of these pretentious, but wholly inadequate, substitutes for the real thing.

It was most interesting, as well as instruct ive, to watch the gradual growth of the sentimen in favor of municipal meat inspection. Very naturally the prime movers in each community turned to my office for advice and assistance, and as many of them were not fully informed as to the scope and limitations of the Meat and Canned Foods Act, much correspondence of an explanatory nature was necessary. In order to avoid any possible misunderstanding of this phase of the subject among those now present, I may explain that, prior to the introduction of the Meat and Canned Foods Act, the Minister of Justice, on being asked for an opinion as to the powers of the Federal Government in the matter. of meat inspection, stated that, while there was no question as to the authority for the inspection of articles exported from the Dominion or from one province to another, there was very grave doubt as to the power of enforcing inspection of any goods the trade in which was confined to any one province.

This limitation, in his opinion, applied with special force to the inspection of foods, as this was a matter directly affecting public health, the administration of which had since 1872 been left altogether in the hands of the provincial authorities.

Needless to say, municipal inspection of meats, as of other articles of food, can only be carried on in accordance with the legislation of the particular province in which the municipality is situated.

Although the Dominion, as matters now stand, is, therefore, debarred from taking any direct action in the matter, there can be no doubt that indirectly its legislation has been an important factor in the creation of public sentiment in favor of systematic local inspection.

The contrast between the methods followed under the Meat and Canned Food Act and those pursued by the ordinary butcher is so marked that the intelligent consumer is now assisting on the adoption of much more stringent measures than have hitherto prevailed for the control of persons engaged in the preparation and sale of meats.

In order to be effective municipal regulations must approximate in standard those of the Federal service, as otherwise it will not be possible to prevent the marketing locally of those diseased or otherwise unsound meats which are now debarred from entering establishments operated under the provisions of the Meat and Canned Foods Act.

It may be laid down as a cardinal principle that effective inspection of meats is incompatible with the existence of the private slaughterhouse, except perhaps in very small towns or villages where it is possible for the authorities to keep these establishments under close and more or less constant supervision.

There are, no doubt, many fairly clean and well conducted private slaughterhouses, but the conditions to be found in most of these places would be difficult to describe within the limits of moderate language. The sooner they are entirely abolished, the better for all concerned, from a humane as well as from a sanitary standpoint, as they are not only out of line with modern civilization, but are responsible for most of the diseased and unsound meat now consumed by an unsuspecting public.

The so-called farmers' trade in fresh meat, especially that carried on from wagons on town or city market is often a very questionable business, and closer investigation would in many cases somewhat rudely dispel the atmosphere of rural innocence and unsophistication which now constitutes its strongest claim to consideration at the hands of the authorities.

The public abattoir furnishes the only solution of the problem of modern municipal meat inspection. It will perhaps be but a short time until the inhabitants of every ambitious and up-to-date village community, to say nothing of cities and towns, will be pointing with pride to the communal slaughterhouse.

Fifty years ago there were not a dozen hospitals in the whole of Canada. There are now approximately two hundred. I have a very distinct and personal recollection of the fact that, within comparatively recent years, the individual who persistently advocated the establishment of a hospital in a moderate sized town was suspected of mild insanity. What community which has enjoyed even

for a short period the privileges obtainable from a good, modern and well-conducted hospital would now be content to do without such an institution?

As prevention is better than cure, the public abattoir, forming, as it ought to do, an integral part of any complete system of food inspection, is of even greater importance than the hospital.

We are rapidly becoming enlightened on many more or less disagreeable subjects affecting human life and human health, the bare mention of which would, until within recent years, have been considered very bad form indeed. The fashion of concealing and ignoring unpleasant or unsanitary conditions, either moral or physical, is passing away never to return.

The slaughter of animals for purposes of food is a disagreeable, and to many persons, a more or less revolting procedure. It has, therefore, usually been carried on under camera, and as is always the case under these conditions, many abuses have attached themselves to it.

Modern sanitary science which, by the common sense application of sound knowledge to our ordinary daily lives, has done and is doing so much to obviate and alleviate human suffering, is now demanding the open, public, municipally controlled slaughterhouse.

Ignorance, prejudice and selfish indifference to the good of others are, as usual, making a stand against the forces of progress on this, as on other matters, but in one community after another, they will be overcome and the modern municipal abattoir will take its place among other like evidences of intelligent, commercial progress.

It may as well be admitted that many serious practical difficulties must be met and overcome by the earnest and conscientious Health Officer who undertakes to inaugurate an effective system of municipal meat inspection. He is likely to have arrayed against him not only the butcher who does his killing privately, but the farmer who slaughters at home and brings his dressed meats to market, while it is not uncommon, especially in Eastern Canada, to find many other citizens, especially merchants, in the opposition ranks.

This discouraging feature is due to the fact that, where towns or cities are not far apart, the enforcement by one of them of modern meat inspection regulations is apt to prejudice the farmer against its markets and so drive his trade to a rival community, even if less desirable or convenient in other respects.

As showing the necessity for the careful inspection of all animals slaughtered for food purposes, I quote the following figures from the last available report of the Veterinary Director General, which happens to be that which I myself issued under date of March 31, 1912:—

Cattle marked "Canada approved"	405,329
Carcases of cattle "condemned"	3,072
Percentage of cattle "condemned"	15.1
Portions of cattle "condemned"	64,577
Percentage of cattle of which it was found necessary to condemn portions	16.05
Sheep marked "Canada approved"	376,196
Carcases of sheep "condemned"	241
Percentage of sheep "condemned"	.06
Portions of sheep "condemned"	26,202
Swine marked "Canada approved"	1,850,159
Carcases of swine "condemned"	2,838
Percentage of swine "condemned"	.15
Portions of swine "condemned"	455,380
Percentage of swine of which it was found necessary to condemn portions	24.6
Total number of carcases "passed"	2,631,684
Total number of carcases "condemned"	6,151
Percentage of carcases "condemned"	.23
Total number of carcases "condemned"	546,159

In addition to these, 745,096 pounds of meat of various kinds were, during the same year, condemned as being "sour," "dirty," "bruised" or "decomposed."

Leaving our sheep, which are practically free from tuberculosis, it is worthy of note that out of a total of 5,910 carcases of cattle and swine condemned for all causes, 3,669 were totally condemned on account of tuberculosis, while 509,957 portions, 428,320 were rejected for the same disease.

When it is borne in mind that these figures represent the condemnation of the high-class export abattoirs of our country, in which, owing to the wholesome dread of official inspection, only the best class of stock is dealt with, the conditions existing in the ordinary private slaughterhouse may readily be imagined.

PTOMAINES

The best precautions which may be adopted against disease or other unsanitary conditions discoverable at the time of slaughter are, generally speaking, valueless as against ptomaine poisoning. There can be no doubt, however, that a very great deal of altered, tainted and even partially decomposed meat is annually foisted on an unsuspecting public. It is, therefore, essential that all butcher shops and cold stores be kept under strict supervision.

The same is true of establishments handling fish, shellfish, game and poultry. The disgusting practice of eating game only when high, or, in plain language, undergoing decay, is fortunately falling into disuse, but the toothsome sausage and the highly flavored meat pie, which are still with us, are well worth watching.

Ptomaine poisoning from canned goods is also only too common, although I do not think that nearly as many cases are now attributable to can-

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ned goods as before the enforcement of the Meat and Canned Foods Act.

This improvement may, I think, be reasonably attributed to the close supervision now given to the quality of goods packed, the careful checking of the processes followed in packing, particularly the use of "swells" and "blows," the insistence on proper sanitation, the prohibition of harmful preservatives and the ease with which products can be traced back to the actual cannery or packing house responsible for their output. As a matter of fact, rather perhaps of knowledge, I would much rather eat the products of some of our Canadian establishments than most of those of British origin, which, though given a meretricious value as imported goods, are innocent of any official inspection.

Some of the compound jams on the market are most interesting in point of composition, in addition to being both fearfully and wonderfully made, while the local manufactories of candies and sweets, to say nothing of many ice-cream kitchens, will be found well worth the attention of the municipal inspector of foods.

While I have dwelt at considerable length on some of those phases of the work which—professionally and officially—I happen to be familiar with, I have said but little regarding the detail of food inspection work, as a good deal of information on this head is available in the published regulations which it fell to my lot to prepare in connection with the enforcement of the Meat and Canned Foods Act, which can readily be procured from the Department of Agriculture at Ottawa.

Again, local conditions vary so greatly that each municipal authority must of necessity adapt its plan of operation to its own special requirements.

It goes without saying that, even under the most favorable conditions, the position of the conscientious inspector of foods is anything but a bed of roses. Education of his public and actual demonstration of the need of inspection will in the end carry the day and justify his efforts, but with many active, personally interested, and therefore prejudiced opponents working against him, some in the open and some in the ambush, the fight is often a long and trying one, and it is not surprising that many good men become discouraged and abandon the field.

To secure actual results, as contrasted with the apparent success so often and so easily achieved by the smooth and politic, but undependable official, the inspector of foods must be a man of exceptional qualifications.

In fact, a long and varied experience in the organizing of inspection services under the heavy handicap of political patronage, the curse or our public service and from which municipal institutions are possibly not altogether free, has forced me to the conclusion that the really efficient and effective inspector should be capable, courteous, tactful and diplomatic, possessed of unimpeachable integrity, practical common sense, sound judgment, tireless energy, a sane enthusiasm and a backbone like a bar of iron.—Public Health Journal.

THE CUSTOMER WITH A GROUCH.

When a customer has a grouch, what then? asks Herbert N. Casson.

In the first place, listen. Don't talk. Pay attention to the grouch. Let the customer tell the whole story to the last word.

Let him find fault. Let him abuse your firm. Let him swear. Let him explode if he insists on it.

Let him get the grouch out of his system. Then—

In the second place, begin gently to put some pleasant ideas into him, to take the place of the grouch.

Appreciate his troubles. Talk to him from his own point of view.

This will surprise him. He has come to you as an enemy, and presto you are transformed into a sympathetic friend.

At once he begins to regret his bad temper. He makes some stumbling apologies. You have won him over.

Your work now is to take him in hand. Show him the facts from your point of view. If he, too, made a mistake, point it out.

Then swing him along to a sale. Pick out the article that he really wants and take especial pains to show him its strong points.

Ten to one you will sell him. No buyer is so sure as the one with a grouch, if you handle him in this way.

When he buys, show your appreciation by doing him some special favor. Give him an art calendar, or a new-fangled can-opener, or a box of candy.

When you can do this without a slip, you are pretty far along the road that leads to salesmanship.

And don't forget, it is no small matter to handle a customer with a grouch.

WORK.

Some men work for power,
Some men work for fame,
Some men keep on working
Because they like the game;
Some men work for health's sake,
Some to show their grit—
Most men work because they
Would starve if they should quit.

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WHOLESALE buying agencies undertaken for all British and Continental goods, including

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Contains 3 per cent. by weight H_2O_2, corresponding to 10 volumes available Oxygen.
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1 lb. Bottles	$1.80 doz.	3 doz., $1.75 doz.	6 doz., $1.70 doz.	1 gross, $20.00.
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¼ lb. Bottles	85 cents doz.	3 doz., 80 cents doz.	6 doz., 75 cents doz.	1 gross, $8.50 gross.

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Crushed Rose, Crushed Violet, Crushed Lily of the Valley, Corylopsis.
Special price and 1 doz. FREE with 1 gross orders.
Order now and be prepared for the demand.

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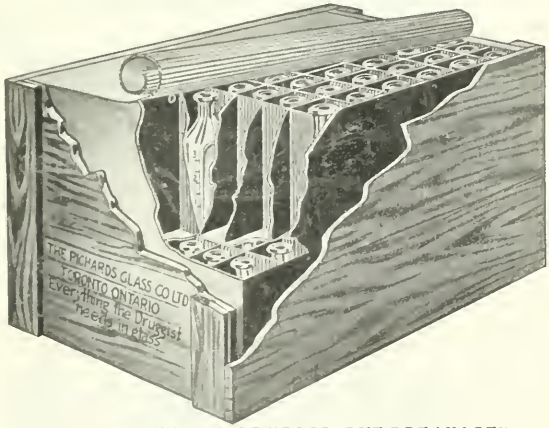

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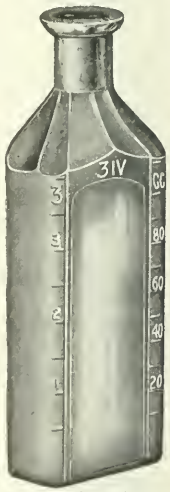

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Trade Notes

ALBERTA.

Dr. W.G. Morris, Chauvin, Alta., is commencing a drug business.

The new company under the name of Dustine Chemical & Oil Co., Ltd., has been incorporated in Edmonton, Alta.

W. J. Barker has purchased an interest in the Pines drug store, Fernwood, Vancouver, B.C.

A. C. McLennan has started a new business in New Westminster, B. C.

BRITISH COLUMBIA.

S. Gilbert has opened a new business at 1004 Ontario St. E., Montreal.

Miss Vera Roe has succeeded the Summerland Drug Co. in their branch at Naramata, B. C.

W. S. Terry, of Vancouver, is opening a branch on Douglas and Pandora Streets, Vancouver, B.C.

R. E. Frost, has succeeded C. W. Lyttle in the Parke Drive Pharmacy, Vancouver, B.C.

F. J. Long, Gadsby, B.C., drug and stationery store, was burned out a short time ago, but is covered by insurance.

NEW BRUNSWICK.

The Standard Drug, Ltd., Sydney, N.S., suffered loss by fire on February 17th.

F. C. Compton succeeds to the estate of T. C. Donald, Hampton, N. B.

Wassons, Ltd., of St. John, N.B., have assigned to P. F. Blanchette.

C. H. Harshman, recently of Valparaiso, Ind., has started a new business in Sydney, N.S.

MANITOBA.

Mr. H. G. Smith, of Dunrea, Man., suffered a loss by fire recently.

I. L. Mitchekk's drug store at Roblin, Man., has been burned out.

Dr. G. Kells has succeeded S. I. Cumming, at Dangman, Man.

Drs. Armitage & Corbett have succeeded L.O. Newton, at Crystal City, Man.

ONTARIO.

Mr. Jos. Skinner, of Messrs. J. Skinner & Son, Ottawa, Ont., is dead.

L. L. Springstead, of Oakville, Ont., died on February 26th.

O. S. Sexsmith has succeeded F. H. Cavanagh at Bruce Mines, Ont.

J. A. Breen succeeds the Breen Drug Co., of Toronto.

A. K. Thorburn, of Niagara Falls, suffered a loss by fire on March 6th.

Martin A. Collet, recently of Toronto, has succeeded D'Alton Campbell, Gravenhurst, Ont.

J. R. Gun, Durham, Ont., has closed out.

Roberts, Chilman, Ltd., Hamilton, Ont., suffered a loss by fire recently.

QUEBEC.

S. H. Ewing & Co. of Montreal, suffered loss by fire on March 4th.

Paquin Freres have opened a branch at Parc Molson, Montreal.

SASKATCHEWAN.

E. T. Jessop, Tugaske, Sask., druggist, has sold out to F. J. Scotchmer.

T. H. Porter, Cadillac, Sask., has opened a drug store.

W. G. S. Gourley, Langham, Sask., stock to be sold by auction.

The City Drug Co., Sutherland, Sask., have sold out.

Antoine Soucy, Meyronne, Sask., has opened a drug store.

Robert L. McDonald, Aneroid, Sask., has opened a drug store.

J. H. Gravel, Admiral, Sask., druggist, has commenced business.

S. C. Kennedy, Abernethy, Sask., druggist, has opened a branch at Meyronne.

S. J. Clotworthy has succeeded A. Campbell, of Saskatoon, Sask.

C. G. Curtin, recently of Foam Lake, Sask., has succeeded to the possession of the Sutherland Drug Co., Sutherland, Sask.

BUFFALO COLLEGE OF PHARMACY NOTES.

Dean Willis G. Gregory spent Monday, March 30th, in Elmira, with his Alumni of the Buffalo College of Pharmacy. That evening at the Hotel Rathbun an Interstate Alumni Association was organized of the Alumni of all the departments of the University of Buffalo. Fifty graduates of this University sat down to a bountiful meal. The courses were interspersed with college songs, and after the coffee, addresses were made by Dean Gregory, in Pharmacy, Dean Squire, in Dentistry, and Doctors Wende and Koffman, in Medicine.

The affair was in charge of a local committee in which Abraham G. Hample, Phar. B., of 1903, represented the pharmacists. The decision was unanimously and enthusiastically reached to repeat a dinner another year, and a permanent organization was effected to promote the interests of the University of Buffalo in that section.

In addition to the Alumni dinners already held in Buffalo, Rochester and Syracuse, this College is co-operating with the Medical and Dental Departments of the University of Buffalo in arranging for a University Alumni dinner in Elmira on the evening of March 30th. Mr. Abraham G. Hemple, of that city, represents the pharmacists in the com-

LEVER BROS., Limited

Chemically Pure

REFINED GLYCERINE

(MADE IN CANADA)

In Half Ton Drums

and 56 lb. Cans

QUOTATIONS GIVEN FOR ANY QUANTITY

SELLING AGENTS

John Cowan Co., Limited

Montreal Chemical Works

1-15 Dalhousie St. - Montreal

Pepto-Mangan (Gude)
(Reg. U. S. & Pat. Off.)

is ***the one and only*** absolutely uniform and unalterable solution of iron and manganese in the form of true organic peptonates. It is also ***the one and only*** preparation lawfully entitled to be known as "Pepto-Mangan," a valid trademark, which is our exclusive property. We respectfully request the trade to take due notice of these facts.

M. J. Breitenbach Co., New York, U. S. A.

"WEISSFELD BRAND"

WASHABLE COATS FOR

Dentists, Doctors, Druggists, Jewelers, Osteopaths, Etc.

Made to order or ready made. Seventy-five different materials to choose from. Write for styles, materials and prices, free upon request. Parcels Post prepaid to all parts of the world.

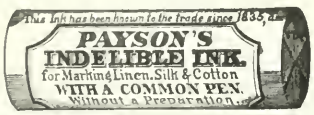
Smoking Jackets, Dressing Gowns, Bath Robes and Hospital Uniforms a specialty.

WEISSFELD BROS.

Manufacturers of Clothing and Uniforms of every description.

332 BROADWAY - NEW YORK CITY, N.Y.

SPECIAL—Suits or overcoats made to order at $11.75. Write for samples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PAYSON'S
INDELIBLE INK
for Marking Linen, Silk & Cotton
WITH A COMMON PEN.
Without a Preparation.

THE OLDEST THE BEST

ESTABLISHED 75 YEARS

Always in **YELLOW** and **RED** wrappers

Specially Suitable for the Canadian Climate

BEETHAM'S

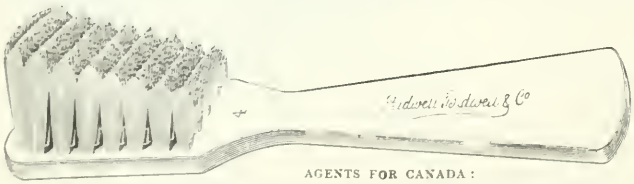
La-rola

THIS DAINTY TOILET PREPARATION protects the skin from the effects of Frost, Cold Winds, Hard Water, and prevents Roughness, Redness, Irritation, Chap etc. It keeps the skin Soft and White, and adds the charm of youth to the complexion **It will keep the skin in a perfect condition during the coldest winter.**

It is a Perfect Protection to the Skin during All Winter Out-door Exercise and Sports

Sole Makers: M. BEETHAM & SON, Cheltenham, England
(Through Any of the Wholesale Houses)

Bidwell, Bidwell & Co., Limited



Factories—AXMINSTER, DEVON, ENG

ESTABLISHED 1839.

Dental Plate Brushes for Cleaning Artificial Teeth

Name and Address stamped on brushes free.

AGENTS FOR CANADA:

HAROLD F. RITCHIE & CO., Limited

10, 12 & 14 McCAUL STREET, - - - TORONTO, ONT.

mittee arrangements. It is understood that Dr. Gregory and possibly another member of the Faculty will attend.

This dinner will take a new era in the alumni activities, as it is the first one in which the alumni of the different departments of the University have co-operated in a "University Dinner." Invitations are being sent to all U.B. graduates in medicine, dentistry and pharmacy, living within fifty or seventy-five miles of Elmira. An attendance of about one hundred is anticipated.

ORGANIC IODINE.

By Gordon Sharp, M.D., Edinburgh.

Most all iodine preparations intended for internal use are rather expensive, and this militates against their employment in out-patient work, and besides the ordinary out-patient takes badly to tablets, and however foolish this prejudice may be we cannot ignore it, hence if one can obtain a reliable liquid preparation it is wise to employ it.

The following formulas combine the advantages of cheapness and efficacy :

No. 1. A teaspoonful of the product is equal to 1-5 grain (0.013 Gm.) of iodine. Take 16 grains (1.04 Gm.) each of iodine and potassium iodide, of glycerin, 2 fl. oz. (56 Cc.) of chloroform 30 minims (1.776 Cc.). Place in a bottle holding 12 fl. oz. and shake. Next beat up one egg (yolk and white) with 2 fl.oz. of cold water and add to the foregoing, mixing thoroughly, and then make up the volume to 10 fl. oz. or 0.284 litre with cold water. Expose to a bright light, shaking occasionally till the iodine and protein of the egg have combined. In summer this may be effected in a day ; in winter it may take longer. Not more than a week's supply should be prescribed at one time and the patient should be instructed to keep bottle exposed to the light.

No. 2. Each teaspoonful of the product is equal to ½ grain (0.0325) Gm.) of iodine. Take of the iodine and potassium iodide each 40 grains (2.59 Gms.) or glycerin 2 fl. oz., of chloroform 30 minims. Place in a 12-ounce bottle and shake. Then beat up two eggs (both yolks and whites) with 4 fl. oz. of cold water ; add to the foregoing and shake. Make the volume up to 10 fl. oz. with cold water. In this case there needs to be a longer exposure to light than in No. 1. The dose may be taken diluted with a tablespoonful of cold water at the time of taking.

*Abstract from a paper published in the Pharmaceutical Journal and Pharmacist.

POWDERED BLAUD'S MASS.

The following method of preparing Blaud's mass in powdered form was proposed by Mr. George M. Beringer, Jr.:

Exsiccated ferrous sulphate ...105 grams.
Potass. carbonate .... 80 grams.
Powdered sugar..... ... .105 grams.
Powdered acacia .... 10 grams.

Rub the potassium carbonate with 10 c.c. of water and add the other ingredients, previously mixed. Rub till evenly colored. Dry in an oven and powder. Preserve in tightly stoppered bottles. This is equivalent to about 1,000 pills, U.S.P.

Prepared in this manner the mixture can be kept for a considerable length of time without appreciable change. The U.S.P. formula contains too much water even for making a suitable pill mass. The tragacanth and the althea of that formula, also, make a mass too tenacious and slow in disintegration. An acacia mass is much more satisfactory in both respects and hardens much more rapidly. It will be noted that the formula makes an odd amount, but this has been adopted because it affords a more convenient weight for working.

PREPARATION OF ALCOHOLIC POTASH SOLUTION.

R. Gaze states (Pharm. Journ., abstracted by Merck's Report), that a method of making alcoholic potassium hydroxide solution which will keep without turning brown was recommended some time ago, but it has since been stated by Malfatti that it is not successful, and an alternative method has been proposed. The former method was to dissolve 66 grains of potassium hydroxide (purified by alcohol) in 66 Cc. of water, cool, and add gradually with shaking, to absolute alcohol, in a liter flask, which is finally filled up to the mark with absolute alcohol and well shaken. After standing 24 hours the liquid is filtered,and is to be kept in a bottle of white glass in the light. . Malfatti's method is to mix the required amount of potassium hydroxide with rather more than its own weight of quick-lime moistening it with alcohol, and after thoroughly mixing transferring it to a glass by aid of alcohol; the requisite quantity of alcohol having been added, the whole is shaken frequently until the potash is all dissolved ; finally it is filtered. It is stated that this solution does not turn brown on keeping a year, even when access of air is permitted. To compare the two methods, a solution was prepared by the former, and three solutions by Malfatti's directions, using for two of these quick lime in pieces and for the other powdered quicklime. After keeping for one and a quarter year the first solution was colorless ; one prepared by Malfatti's method with lime in pieces was slightly yellowish, and the other yellowish-brown ; the one prepared with lime in powder was yellow.

Doing nothing for others is the undoing of ourselves. We must be purposely kind and generous or we miss the best part of existence. The heart that goes out of itself gets large and full. This is the great secret of the inner life. We do ourselves the most good doing something for others.—Horace Mann.

THE EXHIBIT OF CHEMICAL AND PHARMACAL ARTS AT THE PANAMA-PACIFIC ENTERNATIONAL EXPOSITION IN 1915.

In the Palace of Liberal Arts at the Panama-PacificInternational Exposition to be held in San Francisco in 1915, will be found an exhibit of the equipment, processes and products of the chemical and pharmacal arts that will prove to be not only of great interest to the men and women of those professions, but to thousands of laymen from all over the world.

In the official classification of exhibits this display constitutes Group 36, coming next to the sciences to which it is so closely allied, those of medicine and surgery, which make up the exhibit in Group 35. The chemical and pharmaceutical exhibit is divided into 22 classes, embracing every department of these arts. From the most minute detail of laboratory equipment to demonstration of apparatus employed in treating waste matter from factories, by chemical or electrical methods, with a view to permitting their return to water courses, or to the atmosphere, there will be presented a complete resume of the progress made in the laboratories of the world, especially during the past ten years.

In the last mentioned department of chemical research, the thoughtful, progressive student of the present-day will find one of the most fertile and profitable fields of endeavor. The most recent developments along this line will be thoroughly exploited in this exhibit, especially those pertaining to the treatment of smelter fumes and smoke condensers.

An elaborate demonstration of the various biological products, such as bacterines, vaccines and tuberculines will comprise a class that will be of intense interest to a vast number of people. Equipment and processes used in the manufacture of vegetable essences; in the chemical treatment of animal substances and their products, soaps, candles, glycerine, etc., and the by-products of petroleum and coal tar derivatives are to occupy a prominent place in the exhibit.

Apparatus and processes for the compression and liquefaction of gases, methods of drug adulteration and their detection, perfumes, cosmetics, essential oils and equipment and appliances for producing and storing acetylene gas will all be displayed in detail.

The building in which the chemical and pharmaceutical exhibit will be housed is known as the Palace of Liberal Arts, and is one of the eight main exhibition palaces of the exposition. It abuts on the magnificent Court of the Sun and Stars, the great central court of the exposition, and covers an area of 251,000 square feet. It was erected at a cost of $344,180 and is a structure of great artistic beauty. The Panama-Pacific International Exposition will be the largest and most wonderful enterprise of its kind that has ever been held by man. It will include among the buildings erected the vast Palace of Machinery, the largest frame structure ever built, covering ten acres of ground; and the whole exposition represents an outlay of $80,000,000, the greatest sum ever expended for such a purpose.

For beauty of location, the site of the Panama-Pacific International Exposition is unsurpassed; and it will enjoy the added distinction of being the only maritime exposition ever held, fronting as it does on the Bay of San Francisco and the Golden Gate, where the navies of the world will pass in review before the exposition grounds on the completion of their voyage through the canal. This is the event with which the exposition will open on February 20th, 1915, and for the greater part of a year will remain open to celebrate with all the world the greatest single achievement of man—the building of the Panama Canal.

EASTER AT NAZARETH.

By Clinton Scollard.

Little town of Nazareth
On the hillsides Galilean,
Oh, your name is like a paean
Rising over dole and death!

I can see your domes and towers
Dazzle underneath the noon,
And your drowsy poppy-flowers
In the breezes sway and swoon.

I can see your olives quiver
With their opalescent sheen,
Like the ripples of a river
Gliding grassy banks between.

I can see your graceful daughters
Poise their slim-necked drinking-jars,
With their hair like twilight waters
And their eyes like Syrian stars.

I can see your narrow byways
Where the folk go sandal-shod,—
All your dim bazaars and highways,
Every path that once He trod.

And I know that waking, sleeping,
Until time has ceased to be,
You will hold fast in your keeping
His beloved memory!

Little town of Nazareth
On the hillsides Galilean,
Oh, your name is like a paean
Rising over dole and death!

—Lippincott's.

A lady of recent widowhood encountered much difficulty in framing an inscription on her husband's tombstone. After endless consultations with her friends and neighbors this was the one she selected:

"Rest in Peace—until we meet again.

The Martin, Bole & Wynne Co., Lt'd.

Wholesale Drug Merchants and Manufacturing Chemists

Corner of Princess and Market Streets - WINNIPEG, MANITOBA

COMING WEST?

Should you desire to come to the great North-West, either to engage in the drug business for yourself, or to take a position as a clerk, we are able to assist you.

We are constantly in touch with every section of Western Canada, and shall be glad if we can be of service to any one desiring information, as to location, necessary capital, qualifications, etc.

We Usually Know of a number of drug businesses for sale and will be glad to send — **Full Particulars Upon Request.**

—WRITE US—

Business-Opportunity Notices

For Sale, Exchange, Help Wanted, etc,. 50c. for 25 words or less; subsequent insertions 25c. Send cash with order.

SITUATION WANTED.

English lady assistant desires position. Disengaged end of April. Institution work preferred. Miss McLennan, Dispensary Department, Royal Victoria Hospital, Montreal.

FOR SALE.

Canadian rights for sale on good paying medical proprietary preparation. Nothing like it manufactured in Canada. A new idea. Good business being done with it in United States. Rights include formula, trade-mark, name (registered in Canada) and sole right to make and market in Canada. Excellent opportunity for right parties. It is an old idea in up-to-date form, and is like the electric light as compared to the candle. Every home will be probable users, and it is a steady repeater. Put up in handy, sanitary, collapsible tubes which retain the full strength of the ointment. The package is handsome. For particulars address President 1211 Citizens' Building, Cleveland, Ohio, U. S. A.

SITUATION WANTED.

By Dental student for summer months. 8 years' experience. Quebec graduate, 1907. Toronto address, L. D. McLaurin, 140 Yorkville Avenue, phone N. 545. After May 1st, Vankleek Hill, Ont.

DRUGGISTS ! WHY PAY

$8 per dozen for patent medicine, when you can make it for $1. Send a 2c. stamp for list. 100 formulas—medical, toilet, domestic. Address, Canadian Recipe Publishing Co., Windsor, Ont.

CONCERNING HAIR.

Hair is of two kinds : Imported and Domestic. Most ladies of to-day have both. Hair is usually acquired at some period during life. It is taken on gradually and with gentlemen usually persists until the age when they have to stay away from home nights to get much needed recreation.

Hair may be fixed, fleeting or detachable. In the case of men, it is sometimes detached by the barber, either with scissors or hair renewers, or by a close member of one's family, who removes it with loving fingers. In the case of women hair is very timid and changes color on the slightest provocation.

According to the celestial system of accounting every hair is properly numbered. Therefore, if you have missed any hairs, hand in your name and address at the Celestial Hair Department, where each hair has been audited and entered in the card index system.—Life.

"KNOCKERS" ATTENTION.

If you work for a man, in Heaven's name work for him. If he pays you wages that supply your bread and butter, work for him ; speak well of him ; stand by him and stand by the institution he represents. If put to a pinch, AN OUNCE OF LOYALTY is worth a pound of cleverness. If you must vilify, condemn and eternally disparge, why, resign your position, and, if you are a weakling, when you are outside damn to your heart's content ; but as long as you are a part of the institution do not condemn it. If you do, you are loosening the tendrils that hold you to the institution, and the first high wind that comes along you will be uprooted and blown away, and probably you will never know the reason why, as many have experienced."—Elbert Hubbard.

"My papa's just been called by the Lord to a new church," said the little girl.

"Ith he goin' to go?" lisped the other little girl.

"We don't know yet," said the little girl. "The Lord didn't mention the salary."

The Signature of Chas. H. Fletcher. Is on Every Wrapper of

CASTORIA

Jobbers sell less than dozen at $3.00 per dozen.

Jobbers sell 3 dozen or over at $2.80 per dozen

Send for
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Chas. H. Fletcher. President.

The Canadian Druggist

Vol. xxvi TORONTO, CANADA, MAY, 1914 No. 5

Come Together

At Winnipeg, Man. August 17th, 1914.

Every retail druggist in Canada is invited to attend the Annual Convention of the Canadian Pharmaceutical Association, to be held in Winnipeg on August 17th, of this year.

Yes, and not only invited, but is expected to attend accompanied by his wife, sister or sweetheart. Expected not only as a matter of duty, but also as one of the great propelling powers in the body of wide-awake Pharmacists who will discuss, plan and legislate for the welfare of Canadian Pharmacy.

This should be, and cannot we already say will be, the best and the most influential meeting yet held under the auspices of the Association, and you, who are now reading, will thus help to make it so by your attendance and by your active participation in the proceedings.

Remember, the meeting cannot be the success which is aimed for and which it should be without a full attendance of Pharmacists, and it does not do to leave it to "the other fellow", but to go yourself, and make up the quota.

The Convention last year was a splendid success and good work was done, able papers presented and each succeeding year will we believe find a still greater interest taken in these meetings, a larger attendance and an enthusiasm which leads to definite and lasting results.

Make this your holiday jaunt for this year, you will have a splendid time in a magnificent Convention City and you will be amply repaid.

C. Ph. A. Convention

Prizes will be Awarded for the Three Best Papers Presented at the Convention on August 17th.

The local executive of the C. Ph. A. announce that they will award prizes for the three best papers presented at the forthcoming convention in Winnipeg. The prizes will be in cash as follows :

1st prize—$50.00.
2nd prize—$25.00.
3rd prize.—$15.00.

The following regulations will govern the competition, and awards will be made with consideration to the following points :

1st. As to value of the paper as applied to present day pharmacy, either professional or commercial.

2nd. As to practical limitations of the subjects.

3rd. As to originality of subject matter.

4th. As to the momentary value in relation to practical pharmacy.

The following rules will govern the competition and must be strictly adhered to by the contestants.

1st. Due notice that a paper will be presented must be in the hands of the local Secretary not later than July 1st, 1914.

2nd. All papers to be entered in the competition to be in the hands of the local Secretary not later than twelve o'clock noon Monday, August 10, 1914, and to be sent to him by registered mail.

3rd. All papers to be typewritten on one side of the paper only, and to be properly paged.

4th. Each paper to be approximately titled and to bear the bona fide signature of the author.

5th. All competitors to permit publication over their signatures of the papers presented in the various drug journals, if desired ; original copies to be returned if requested within a reasonable time.

6th. All papers to be written in English.

7th. All competitors must be members of The Canadian Pharmaceutical Association.

The judges to be composed of the Executive of the Canadian Pharmaceutical Association as constituted for 1914, with power to add to their number, who will convene prior to or during the Convention, and announce their findings on Thursday, August 20th, or at such other time as they see fit. All regulations governing the voting power of the Executive, etc., to control the vote whose decision shall be final in all cases.

CLERK'S COMPETITION.

1st prize—$20.00.
2nd prize—$10.00.

These prizes will be awarded the certified clerk or registered apprentice presenting the best paper on any of the following subjects : (This competition is also opened to registered pharmacists, acting in the capacity of clerks or managers).

1st.—A clerk's relationship to his employer.
2nd.—An employer's relationship to his clerk.
3rd.—Practical ideas on salesmanship.
4th.—The value of a College training.
5th.—The advantages of advanced preliminary qualifications.

This competition to be governed by the rules as set forth in the above competition with the exception of rule seven.

For further particulars apply to

C. W. CAMPBELL,
Sec'y Local Executive,
331 St. Mary's Avenue,
Winnipeg, Manitoba.

NEW CLUB FORMED IN TORONTO.

A new Club, which will be known as the Toronto Penslar Club, and which is made up of Penslar druggists, has recently been formed. A number of druggists interested met at the Prince George Hotel, Toronto, on April 8, when the officers of the new club were elected as follows :

President—W. J. A. Carnahan.
Secretary-Treasurer—J. H. MacKenzie.
Assistant Secretary-Treasurer—Ed. Seyler.
Executive—John Hennessey, Ernest Legge, F. H. Webb, Claude Fairman, Robert Ferrah.

They also decided to take up a local newspaper advertising campaign in two of the local papers, featuring the Penslar line exclusively, and dividing the expense among themselves. Advertisements are being run four days a week.

CUT YOUR LABEL BILL IN HALF

THE McCOURT LABEL CABINET

—AND—

ROLL LABEL SYSTEM

WILL DO IT.

McCourt roll labels are engraved on the finest imported Scotch label paper —they will not curl, stick or become too dry and brittle to adhere properly —that's a guarantee feature.

The McCourt label is the label for you!

Mr. Druggist we want you to write to-day and ask us to send our 1914 catalog and descriptive literature telling about the LABEL and the LABEL CABINET that has saved 10,000 American druggists one half of their label money since installing the McCourt Roll Label System.

As quick as thought itself you have the RIGHT LABEL—you pull it out and a twist of the wrist cuts it off clean and true.

THE CABINET

is the only truly successful cabinet on the market—not because we say so—but because over 10,000 druggists say so. We'd like you to see some of their letters, so write to us.

THE LABEL

Our labels are engraved in strip form in rolls of 500. They positively will not curl, become brittle, non-adhesive, they will not stick together, they can't.. The best gummed paper procurable is used exclusively.

THE PRICE

McCourt Gummed Labels cost from 25 per cent. to 40 per cent. less than any others on the market, we'll let you judge whether or not the quality is as good, better or worse. Write to-day, a postal will do.

McCourt Label Cabinet Company

BRADFORD, P.A. **DEPT. 21.**

MR. E. J. MEYERS
President of the 1914 Class O. C. P.

The "Sweet Babee" Nursing Bottle

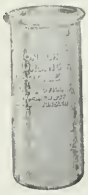
Pat. May 3, 1910

The "Sweet Babee" Nursing Bottle is easily washed on inside and requires no funnel to fill. The nipple is made in one piece and will not collapse, may be turned inside out and is easily washed.

The "Sweet Babee" is of the right size and will fit all sterilizers Endorsed by doctors and nurses.

Bottles and Nipples	$2.50 per doz.
Extra Nipples only	1.50 per doz.
Extra Bottles only	1.00 per doz.

These prices apply to the Sweet Babee and Noneck Bottles and Nipples.



The "Smico" Bottle Warmer

The "Smico" Bottle Warmer is an especially designed case provided with Aluminum Top, in which any style of Nursing Bottle and Nipple may be placed, for keeping milk warm or cold, as desired. It will keep hot milk hot for cold milk cold for several hours. "Smico" Case is also a protection when traveling against breaking the nurser.

Price $2.50 per dozen.

The Noneck Nursing Bottle and Nipple

The Noneck Nursing Bottle is filled without a funnel and washed out on inside like a tumbler which make it hygienic in every respect. It is recommended by doctors and nurses. The nipple is reversible and without seams, which makes it easy to clean on the inside, and very hygienic.

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Canadian Agents: National Drug & Chemical Co.

OVER 65 YEARS' EXPERIENCE

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Scientific American.

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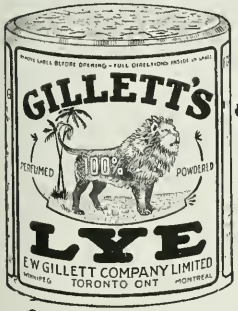
MUNN & Co. 361 Broadway, **New York**
Branch Office, 625 F St., Washington, D. C.



GILLETT'S LYE
HAS MANY USES.

It makes soap. It cleans baths, sinks, pans, cans, dishes, drains, closets, etc., and everything pertaining to the home. It's a fine disinfectant.

GILLETT'S CAUSTIC SODA.
GILLETT'S CREAM TARTAR.
(Chemically Pure)

Should be sold by every druggist in Canada.

If your wholesale house will not supply you at list prices, send order to us, and we will ship goods direct.

E.W. GILLETT COMPANY LIMITED
WINNIPEG TORONTO, ONT. MONTREAL

"SPECIAL"

Notice to Drug Trade!

Dear Sirs,—

Please see that you have the latest "Pyralin Kut Kure" in your stock, something better than has been on the market before. It is essentially a Liquid Court Plaster of a very superior kind. It won't wash off. Can be had from all wholesale houses, or direct from us. To retail at 10c. large tube. Order at once. Sample mailed on request.

The Arlington Co. of Canada, Ltd.
58 Fraser Ave. Toronto, Ont.

Warwick Bros. & Rutter New Premises Completed

Stock of Imported and Home-Made Goods Unparalled in Canada.

The writer had the pleasure of visiting the new premises of Messrs. Warwick Bros. & Rutter a few days ago, and was impressed beyond measure with the beautiful modern warehouses and offices which have recently been completed.

On April 20th, 1904, there was not a wholesale stationery firm doing business in Toronto. The most disastrous fire in the history of the city had in a single night destroyed every stationery, paper and envelope house in the city. The work of years had been laid waste in a few hours, the product of months of labor had been burned to ashes, and great business houses and busy manufacturing plants were lying in ruins.

The stationery business suffered more by that disaster than any other, for the trade was bunched together, and the flames, fanned by a strong wind, gained such headway that several city blocks were destroyed before ie could be checked.

The firm of Warwick Bros. & Rutter was one of those without a home at that time. Although it had been in business ever since 1848, this was the first serious set-back it had ever experienced. For years it had been one of the leaders in the wholesale stationery trade.

The new buildings that were built and occupied in 1905 were at the time the last word in modern factory and warehouse construction, situated on King Street near the corner of Spadina avenue, with a separate building for the manufacturing department, extending from the rear of Spadina Ave. It seemed that ample allowance had been made for increased business for many years to come, but before two years had passed, even these generous allowances for growth were found quite inadequate to take care of the business, and extra floor space had to be secured in nearby buildings for certain departments, but shortly afterwards it was found necessary to expand to the present dimensions, which gives a total floor area of 88,000 square feet, or a little more than two acres of working space, every inch of which is occupied for the legitimate purposes of the business.

The general offices and sample room take up the space on the first floor. The offices are well lighted, roomy and present a very cheerful appearance, and one is much impressed with the methodical, industrial appearance of this floor.

On entering the basement one is impressed with the stacks of flat paper which is used for the manufacture of envelopes, stationery, blank books, etc.

On the second floor is the checking room, where a large staff of men are engaged in checking goods ready for shipping. Here we see thousands of scribblers, writing pads, blank books, and stationery of every description. On the same floor is one of the stock rooms, where more than half of the goods are of their own manufacture.

The third floor is stocked almost entirely with the products of their own factory, not paper, envelopes and school supplies.

Vitafer

A proteid tonic Food prepared in England.

Composition.—The entire protein constituents of Milk (Casein and Lactalbumen) combined with—

Calcium Glycerophosphate ...	2·2 per cent.
Magnesium Glycerophosphate ...	2·2 „ „
Sodium Glycerophosphate ...	1·1 „ „

VITAFER—A source of Phosphorus capable of easy assimilation.

Phosphorus in the forms best adapted for the function of—
Nerve Nutrition.
Bone Formation. Replacement of Tissue Phosphorus.

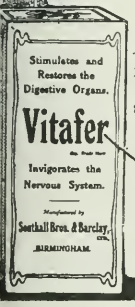
VITAFER is non-constipating.

SOLD IN TINS. Nominal Capacity.

	2 oz.	4 oz.	8 oz.	16 oz.
Trade Prices	$3.50	$5.75	$9.50	$16.00 per doz.
Retail „	50c.	75c.	$1.25	$2.00 per tin.

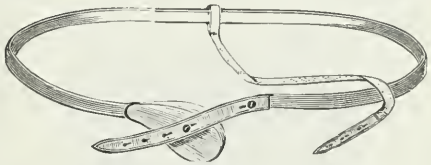
Sole Manufacturers :—
SOUTHALL BROTHERS & BARCLAY, Ltd.,
BIRMINGHAM, ENGLAND.

Stocked by the Wholesale Drug Trade Throughout Canada.



PRE-EMINENT THROUGHOUT THE WORLD

BUSH'S ENGLISH MADE TRUSSES



INGUINAL, MOCMAIN, FEMORAL, SCROTOL, UMBILICAL, ETC., ETC. CELLULOID TRUSSES A SPECIALTY.

HENRY W. BUSH & CO., Ltd
REMBRANDT WORKS, LONDON, (ENG.)

Show Rooms—
THE RICHARDS GLASS CO., Limited
182 Adelaide St. West - TORONTO, CANADA

The Leading Line

Beecham's Pills

- Notice to the Trade -

The Proprietor of Beecham's Pills begs to notify the Retail Trade of Canada that in consequence of the liberal advertising which is appearing in the press throughout the Dominion, and the fact that Beecham's Pills are so well-known and valued by the residents who have come from the British Isles, the demand is rapidly increasing, and retailers are recommended to purchase Beecham's Pills in larger quantities and obtain the advantage of a better price. The following firms are the Distributing Agents :

All Depots and Branches of the National Drug & Chemical Co. of Canada, Limited.
Messrs Lymans Limited., Montreal.
Messrs Lyman Bros. & Co., Limited, Toronto.
Messrs Martin Bole & Wynne Company, Winnipeg.

WHOLESALE PRICES :

Less than one dozen	$2.30 per dozen	less 5%
One dozen	2.20 " "	
Six dozen	2.10 " "	

Prepared only by the proprietor, **THOMAS BEECHAM, ST. HELENS, ENGLAND.**

On the fourth floor we were greatly impressed with a wonderful display of fancy goods samples on sale for the fall trade. These include brass goods, ash trays, card trays, reception trays, etc., in plain and hammered brass, and are very attractive.

Cigarette and cigar boxes made in oak are finished with figured brass, splendid suggestions for 10 cents, and should appeal very strongly to the live druggist.

The two top floors are occupied with a reserve stock of goods.

The above illustrations are examples of the New Scribbler Covers. Imperial Series, Manufactured by Warwick Bros. & Rutter, Toronto.

Traveling from the new into the old building one is confronted with the factory, which forms a very important part in this great establishment. Here we see the actual making of the ledgers, day books, scribblers, pads of various kinds, ruling and stitching machines, etc. To the casual visitor, or the druggist who handles their goods, it seems nothing less than marvellous the way in which these pads and scribblers are produced. The splendid system and machine-like precision with which all the employees work is very interesting. Messrs. Warwick Bros. & Rutter extend an invitation to every druggist to visit their premises and see how their goods are produced.

STUDENTS VISIT THE NEW FACTORY.

The writer had the pleasure of meeting the professors and students from the Ontario College of Pharmacy, who were paying a visit to the new factory on the same day. Every department was visited by the students, and probably the most interesting was the bindery, where the marble edging book-binding, stitching, ruling, etc., were being carried on in a very large way. Mr. Graham, the Registrar; Professor Heebner, and Mr. E. J. Meyer, President of the class, each made a short speech, thanking Messrs. Warwick Bros. & Rutter for the kindness they had shown in conducting the students through the works.

Messrs. Warwick Bros. & Rutter have had a most successful season, and if their business continues to grow at the same rate as during the past three or four years, it is very evident that they will need another new building in a few more years.

VIRTUE'S REWARD.

Once upon a time there was a boy, and he applied for a job.

"We don't want lazy boys here. Are you fond of work?" asked the boss.

"No, sir!" answered the boy, looking the boss straight in the face.

"Oh, you're not? Well, we want a boy that is."

"There ain't any," insisted the boy, doggedly.

"Oh, yes, there are! We have had a dozen of that kind here this morning looking for a situation with us."

"How do you know they are not lazy?" persisted the boy.

"Why, they told me so."

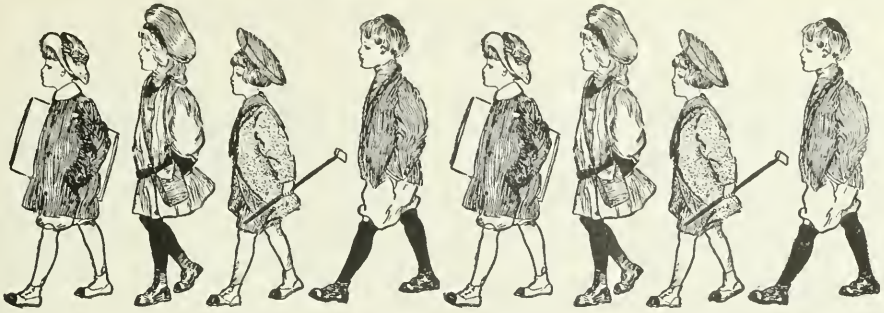
"So could I have told you so; but I'm not a liar."

"Have you any experience with children?"

"No, ma'am, I always worked in the best families."

Advertising Does It

The Wilson Fly Pad Co. wishes every retail druggist to know that they will again spend about $6,000 in advertising those best of all fly killers during the coming summer. Your customers will want Wilson's Fly Pads.



A Stream of Customers for

THE IMPERIAL SERIES OF

SCHOOL SCRIBBLERS

SURE RESULT—We can back up our claim and prove with the goods—there never was a series so large and attractive offered the trade before.

BE SURE YOU ARE RIGHT, THEN GO AHEAD
BUT BE SURE YOU ARE RIGHT

Here are a few points to consider :—

Will the cover designs and subjects appeal to your customers ?

Is the execution and coloring of the covers attractive ?

Is the paper all that can be desired for the work intended ?

Are they the best value on the market ?

YOU CAN BE SURE YOU ARE RIGHT
BY INVESTIGATING

WARWICK BROS. & RUTTER Limited

Manufacturers

TORONTO

Subordinate Success Qualities.

By D. Chas. O'Connor. Author of O'Connor's Commercial Pharmacy.

(Written specially for the Canadian Druggist.)

Closely allied with the five principal success qualities, health, character, honesty, ability and initiative, are the five subordinate success qualities, judgment, energy, enthusiasm, persistence and concentration. One test of a drug clerk's ability is his judgment. Without good judgment, he wouldn't have much constructive ability. Without good health a drug clerk wouldn't have much energy. Without initiative he wouldn't begin anything. Initiative makes him start something and leads to concentration on it and persistence in carrying it through. Health, then, generates energy and enthusiasm; initiative produces concentration and persistence; and constructive ability requires good judgment. Character and honesty, of course, are essential nowadays for any permanent success.

JUDGMENT

Almost every day in a drug clerk's life he is called upon to exercise his judgment; to exhibit his common sense; to use his intelligence. The drug business is a great business for training and developing a clerk's judgment. If the proprietor is taken sick and the charge of the store falls upon the junior clerk during meal hours, that junior clerk has about as much responsibility upon his shoulders as any young man of his age could have. He will be called upon to decide questions quickly. He cannot lean on somebody else then; he must decide for himself and decide right.

When I worked in a large store as junior clerk the head clerk was taken sick and as he was apt to be out several weeks the proprietor said to me: "You will have to take full charge of this store for a while. I will have to be away a good deal and I want you to realize your responsibility. Keep cool, use your best judgment, take your meals upstairs in the hotel. I will hold you responsible for everything that occurs." Those three weeks seemed like eternity, yet I learned a great deal from the experience. One of the things I learned was that I was able to think out myself many store problems that I used to ask the head clerk about. Those three weeks were three weeks of judgment training.

So can you judge many problems yourself that you now ask the head clerk or your employer to decide for you. You will find that systematic reading and study will broaden your intelligence, and a broad intelligence aids judgment.

Charles F. Thwing, President of Western Reserve University, says, "College training teaches one to go to work at any task with system and method, in the consciousness that one has acquired the ability to think through, quickly and logically, the questions which come up." You can see the importance of judgment when it is one of the principal objects of college training.

Every time you wait on a customer your judgment is called into play. George Horace Lorimer says, "A real salesman is one part talk and nine parts judgment. He uses the nine parts to tell when to use the one part." It is surprising how many problems can be judged by using just ordinary common sense. But even common sense is a rarity at times. Emerson says, "Common sense is as rare as genius—is the basis of genius."

A clerk doesn't use common sense when he takes it into his head to try to run the store and ignore his employer's rules and wishes. He does use com-

A BUSY DRUG STORE.

The accompaning cut is an interior view of Mr. F. A. Jacobs' drug store on Broadview Ave., Toronto. It is a busy store, and is probably one of the busiest sections in Toronto, especially in the summer months when thousands of people visit Riverdale Park, which is only a few yards away.

The

Canadian Pharmaceutical Association Convention

MONDAY AUGUST 17TH

WINNIPEG

is the place chosen for this meeting. All druggists and drug clerks who are able should avail themselves of this opportunity of seeing this beautiful city. Plan ahead for your summer vacation and see that August 17th is included.

See Particulars re Prize Competition on Page 257.

mon sense when he follows out the policy of the store which it has taken years for his employer to formulate and perfect. I knew a clerk who was a good clerk with the one exception that he took things into his own hands and tried to go contrary to the store's policy. Finally his employer had to let him go. That clerk didn't use common sense. His judgment was poor. He wasn't a safe clerk to have around the store.

One of the characteristics of great leaders is their good judgment. They decide big questions quickly and correctly, without consulting with their subordinates. They are thus able to grasp opportunities which might have passed them by if they had waited to get advice from two or three others as to the best course to pursue. There are a great many men of good ability who never get beyond the half successful ranks, because they are afraid to rely upon their own judgment.

Learn to rely upon your own judgment, at first in the simple problems, then gradually up to the difficult ones. You will be surprised at your equipment when put to the test.

Carnegie says, "A young business man is an exceedingly rare thing. What a number of qualities this embraces, including judgment, for without judgment a business man amounts to nothing." * A drug clerk who is known to be a clerk of good judgment need never want for a job.

ENERGY.

Every person possesses a certain amount of energy to spend as he likes. How do you spend yours? In worrying over things that you can't help? In fretting over trifles? In anxiety over something that might happen in the future? In fear of failure, or that you won't make good? If you are spending it in any of these ways you won't get any good return from it. You will waste it.

A great deal of energy is wasted every year in useless worry. Enough energy leaks out of a person in an ordinary life time to make a success of him if saved and rightly applied.

The American people are an energetic race. Energy can be measured in foot-tons. It is claimed by a noted statistician that the daily energy of the American people measured in foot-tons is more than the combined energy of three of the largest European countries. Are you contributing your share of this great energy capital of Americans? If you are, then you must be active and energetic. You must have enterprise and push.

If your employer is enterprising he wants enterprising clerks. He wants people to know that his store is an enterprising store. He wants you to take pains with your work, to go at things with a snap, to put vim into everything you do.

Don't get into the shiftless class of drug clerks. The kind that are always saying, "You don't catch me killing myself working for somebody else. I wouldn't get any credit for it if I did."

A half-hearted, half-dead, ambitionless clerk is a detriment to a drug store, and his influence on the other clerks is bad. I worked with one of that kind of clerk once. He was about half-dead all the time. Some of the other clerks had to pitch in and do his work. Finally, the proprietor said to me, "What is the matter with our junior clerk lately? He acts to me like a half-dead person. I don't think he gets enough sleep."

As a matter of fact that junior clerk was out every night and all night playing cards, and no wonder he had no energy. The other clerks knew what the trouble was but they wouldn't tell on him. After a while the proprietor learned the truth himself and fired him.

Loss of sleep, late hours, high times, certainly sap a young man's energy. No drug clerk can afford to carry on like that long.

Regular hours, good habits, looking on the bright side of things, taking pleasure in your work, are all energy promoters. Worry, anxiety, fear, fretting, loss of sleep, intemperance, are all energy killers. It ought to be easy for you to choose which you want.

ENTHUSIASM.

Do you like to see a drug clerk who is enthusiastic over his job? I do. When asked how he is getting along he says, "Great, I have a dandy job, a dandy boss, a dandy store and I'm in a dandy town. Of course, I have to hustle. There is no loafing. We do a big business, but everything runs along as 'slick as grease.'"

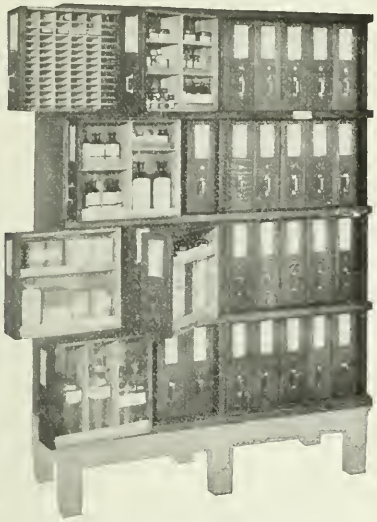
A boy like that reminds me of an effervescent salt which effervesces and bubbles over. This kind of a boy bubbles over with enthusiasm for his work and his surroundings. He is not the gushy sort, but there is real sincerity in his words, and you can see the light of enthusiasm all over him. He is what you would call a live-wire.

Enthusiasm has been called the white heat which fuses all a man's business qualities into one effective whole. If you do not enjoy your daily work and wax enthusiastic over it, there is something wrong with you or the job. Without enthusiasm a drug clerk is like a mechanical figure. He moves about his work like a mechanical moving figure in a show window. He is what his own crowd would call a dead-one.

Forget the long hours, the poor way, the monotonous routine of working days, nights, Sundays and holidays. Pitch in to your work with a vim. Every job has bright sides. Look on these bright

* The Empire of Business, by Andrew Carnegie, Doubleday, Page & Co., Garden City, N Y

System--The Modern Business Slogan



By the Use of the
SCHWARTZ SECTIONAL SYSTEM
Your Prescription Department
is Put upon a Business Basis.
DISPLAY SALEABLE SIDE LINES.

The rapid sales made by displaying quick selling sidelines in the space now taken up by DEAD STOCK will soon pay the cost of installing the Schwartz Sectional System. Your prescription stock can be put into one-third the space it now occupies, allowing you to remove the slow selling drug stock, which it is not necessary to display, to the prescription department.

We make you an alphabetically arranged index of your stock in a loose leaf binder. Satisfied customers in all sections of the country. Write for names.

WRITE TO-DAY FOR BOOKLET C.
WITH PRICES AND ILLUSTRATIONS.

Give us a rough pencil layout of your store and let us show you how to condense your stock two-thirds. No obligations attached.

Patented Jan. 11, 1910. Beware of Imitators.

SCHWARTZ SECTIONAL SYSTEM

INDIANAPOLIS DRUG CABINET CO. - - - - INDIANAPOLIS, U.S.A.

NA-DRU-CO
N D
TRADE & MARK
C G

FLUID EXTRACTS

Are the safest and surest form of medication, providing they are properly made. The active principle of the drug employed can be more accurately and definitely secured and retained in Fluid Extracts than in tincture, pill, infusion or any other form. But the important thing is quality of material and accuracy in manufacture.

No other line of like products are as dependable as

NATIONAL FLUID EXTRACTS

The unfailing response of

National Fluid Extract of Ergot

National Fluid Extract of Nux Vomica **National Fluid Extract of Digitalis**

in the hands of careful physicians all over Canada is a guarantee that the whole line of **National Fluid Extracts** are equally trustworthy.

NATIONAL DRUG & CHEMICAL CO., of Canada Limited

Central Pharmaceutical Laboratories, MONTREAL.

sides. Think pleasant thoughts. Plan good times for your afternoon and evening off. Enjoy every minute of your time off, then you will come back and tackle your work with increased vigor.

Drug clerks ought to be live-wires instead of dead ones. They are young, healthy, strong, vivacious, with rich red corpuscles in their blood and everything to make them as lively as colts.

Indeed, in my home town, the drug clerks' base ball team trimmed everything in sight in the mercantile league. To see those nine drug clerks whooping things up on the ball field, one would brand them as "live-wires," but to see those same nine clerks at their work one would brand them as "dead-ones." If only a small part of that enthusiasm shown on the ball field was applied to their daily work how much better would it be for them, the store and the customers.

Enthusiasm is contagious. It would spread to all the clerks in the store, then to the customers. People like to flock to a store where enthusiasm and optimism are ever present.

Be happy. Get some genuine pleasure out of every day. Don't work or study every minute in the day. Your mind and body needs some relaxation every day. When you get yourselves into the habit of enjoying things you will be loaded with enthusiasm all the time.

If you have a talent for music, cultivate it as much as you can. A love for music makes one an enthusiast. Music is a great developer of optimism. I have never met a music lover who was a real pessimist. There is something about music which inspires one and makes him see the bright spots of life even in adversity.

Take notice of the next jolly drummer who comes to your store. See how enthusiastic he is over the article he has to sell. He is so lively and happy that when you are in his presence but a few minutes you feel much brighter and happier. He may have had three or four "throw-downs" before he got to your store, yet he came in with a smile and with his enthusiasm unchecked.

If you are constantly enthusiastic and are continually taking an optimistic view of life you may be sure of one thing—you will never grow old before your time.

PERSISTENCE.

Persistence is such an essential to success that without it no big achievement is possible. Without persistence Peary could never have reached the North Pole. Even with it, it took him nearly a quarter of a century to get there, but he got there and that is what he started out to do.

According to March's Thesaurus Dictionary, persistence means, "the state of being determined—perseverance—continuing in the same line—inclination to remain firm." Under determination we find, "the quality of being firm and decided, uninfluenced by the opinions of others—having a fixed intention to do." Under perseverance, we find, "continued pursuit or progress—persisting in what is undertaken."

Peary had a fixed intention to reach the North Pole. He persisted in what he had undertaken, and being firm and decided, uninfluenced by the opinions of others, he overcame every obstacle and reached the coveted goal. It was a remarkable exhibition of persistence.

Hobson showed persistence in sinking the Merrimac in Santiago harbor; Lieutenant Rohan, in carrying the "Message to Garcia"; Lieutenant Victor Blue, in his eighty mile trip through a Cuban jungle to obtain information of the defenses and garrison of Santiago; Marshal Ney, in his defence of the rear guard of Napoleon's army on the retreat from Moscow; Grant in his Vicksburg campaign and his campaign from the Wilderness to Appomattox; Carnegie, in working his way from a bobbin boy in a cotton factory to the head of the United States Steel Corporation; James J. Hill, from a farm boy to a railroad and an empire builder; Woolworth, from a farm boy in New York State, to the owner of 600 stores and the tallest building in the world. These remarkable performances were accomplished only by overcoming many obstacles, setbacks and discouraging conditions.

We do not have to go outside the drug business for examples of persistence. I know a druggist who worked his way up from a soda boy to a district manager of a big drug syndicate; another, from a junior clerk to the principal buyer for a large drug syndicate; another, from a clerk on the drug counter to the head of several drug stores.

Remember, then, that persistence means the state of being determined,—a fixed intention to do, then continued pursuit in what is undertaken. Do not allow yourself to be sidetracked by the opinions of others. Continue persistently in the line which you have undertaken. Such continued persistence will land you at or near your coveted goal.

CONCENTRATION.

The drug clerk who does not learn early in life to focus his efforts, to concentrate his power, will never amount to much in the end. When his efforts are spasmodic, disconnected, and without unity, his energies scattered, his thoughts unorganized, he will never reach success. He must concentrate all his thoughts, efforts and energies on one central aim, one fixed purpose. With concentration he must possess continuity.

The day of the jack-of-all-trades man has passed. This is the age of specialization. The man who puts all the sap of his life into one specialty wins out over the man who distributes his energies among several specialties.

Haven't you noticed in the vaudeville theatre the difference in applause given to the musical art-

WE HAVE THE PROOFS

LETTERS and testimonials are daily pouring into our office from physicians who have made test cases of Sanol preparations with marvelous results. Not only do they **cure,** but it **pays** to handle them.

Sanol Kidney Cure

WILL CURE Gall Stones, Kidney and Bladder Stones, Gravel, and will check Bright's Disease. Costs $12.00 per dozen.

Retails at $1.50 per Bottle.

Sanol Anti Diabetes

WILL CURE Diabetes—has cured 5,000 cases during past two years. Costs $16.00 per dozen.

Retails at $2.00 per Bottle.

Sanol Blood Builder

WILL CURE Anæmia and rebuild your blood. Great medicine for tired, worn-out women. Costs $8.00 per dozen.

Retails at $1.00 per Bottle.

Sanol Blood Salt

WILL CURE Indigestion, Constipation, etc., etc. Costs $3.00 per dozen.

Retails at 50c per Bottle.

The SANOL MFG. CO. of Canada, Ltd.

Winnipeg, Canada

Business Honor Compels Success

The Conscientious Druggist **always** supplies the **genuine**

Antiphlogistine
TRADE MARK

when called for.

5% Discount on orders of $**12.** or more—through your jobber

"There's only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.
NEW YORK, U. S. A.

The Original and Only Genuine

BEWARE OF IMITATIONS SOLD ON THE MERITS OF

MINARD'S LINIMENT

EUROPEAN AGENCY

WHOLESALE buying agencies undertaken for all British and Continental goods, including

Books and Stationery, Boots, Shoes and Leather, Chemicals and Druggists' Sundries, China, Earthenware and Glassware, Cycles, Motor Cars and Accessories, Drapery, Millinery and Piece Goods, Fancy Goods and Perfumery, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Provisions and Oilmen's Stores, etc.

Commission 2½ per cent to 5 per cent Trade Discounts Allowed. Special Quotations on Demand. Sample Cases from $50 upwards. Consignments of Produce Sold on Account.

WILLIAM WILSON & SONS

(ESTABLISHED 1814)

25 Abchurch Lane, London, E.C.

Cable Address: "ANNUAIRE, LONDON."

ist who performs on one instrument from that given to the one who performs on several? The one who plays the Xylophone, bells, cornet, saxophone and the chimes, gets but slight applause, because he is able to play only the simplest tunes on each. The artist who plays the Xylophone only or the cornet only, or does a singing turn only, gets the big applause, because he is an artist. He has put all his musical talent into one specialty, either an instrument or the voice.

A drug clerk who has great versatility must be very careful or else his versatile talent may be his undoing. If you have conflicting ambitions, get rid of them. Concentrate all your ability and energy in the cultivation of but one talent. If your one marked talent is retail merchandising stick to that and don't allow any other of your talents to break in on it.

A playwright subordinates all the characters in his play to the leading man and woman. Oftentimes he is obliged to keep down an important and lovable character for fear that the audience might have its concentration diverted from the two leading characters. So you should subordinate all your ambitions which conflict with your duties as a drug clerk and which interfere with your fixed plan to reach your chosen goal,—an efficient manager.

Carnegie says, "A man can thoroughly master only one business, and only an able man can do this. I have never yet met the man who fully understood two different kinds of business. Here is the prime condition of success, the great secret; concentrate your energy, thought, and capital exclusively upon the business in which you are engaged. The concerns that fail are those that have scattered their capital. 'Don't put all your eggs in one basket' is all wrong. 'Put all your eggs in one basket,' and then watch the basket. It is easy to watch one basket and to carry it. It is trying to carry too many baskets that breaks most eggs in this country."*

You must have definite plans; you must work according to a pre-arranged program; the ideas you have collected and stored in your mind must be systematically arranged so as to be available for immediate use when needed; you must not allow yourself to be distracted by a thousand and one things that you might possibly do.

Focus all your thoughts and energies at a single point. This is a great power. Cultivate it. You will find that this power of concentration is a mighty force and wins out every time.

AUXILIARY SUCCESS QUALITIES.

Self confidence is a success quality of great importance. If you haven't confidence in yourself you will never make good. You will lose heart. When I was a drug clerk I lacked self confidence. I used to depend too much on others. I was influenced by their opinions. Sometimes when self-confidence came to me I was afraid to assert it, and in consequence I did many things against my own judgment. Later I possessed self-confidence, asserted it when necessary and got along much better. People take you for your own estimation of what you are, and if you haven't confidence in yourself, nobody will have confidence in you.

Thrift is absolutely necessary for success in any calling. You must cultivate the saving habit. I know a good many clerks who never save a cent. They are in debt all the time, and often have to ask for their pay in advance. This is a bad habit to form. Economize wisely, not stingily. Have a regular program for saving. Carnegie says, "There is one sure mark of the coming millionaire; his revenues always exceed his expenditures. No matter how little it may be possible to save, save that little. Capitalists trust the saving man." It has been stated that every man can live within his income. Have your income represent a boundary wall and keep inside of it. Don't climb over it. Once over it, you'll find it hard work to get back inside of it.

Sincerity is one of the greatest qualities you can have. It will make and hold friends for you. When you talk sincerely you talk from way down deep in you, not from the surface.

One of the greatest organizers in the country said to me one day, "Sincerity accomplishes wonders. Just see what it has accomplished in this organization. When I came here and took charge the first thing I did was to displace insincerity and plant sincerity. As soon as the men awoke to the powers of sincerity they surrendered old traditions, mingled with each other, spoke sincerely, worked together, and were surprised at their own power when they were sincere about everything they did. I tell you, it is one of the greatest powers in the world for bringing out everything there is in a man." This organization is now a flourishing one, and it owes its flourishing condition to awakening of sincerity in each member.

Sincerity is positive, insincerity is negative. Insincerity cuts the heart out of all oratory lectures, speeches, conversation, selling talk, etc. If the public speaker isn't sincere in what he says, if he doesn't believe in what he is talking about, he doesn't make much of an impression. Neither will you make a good impression unless you believe in your work, in the goods you sell, and are sincere in everything you say and do. Sincerity will make friends, hold them and build up a large personal following for you.

Imagination paints a picture of success for your future. It fills you with enthusiasm to make real

(Continued on page 305.)

*Empire of Business by Andrew Carnegie. Doubleday, Page & Co., Garden City, N. Y.

How Many Customers Have You?

FATIMA

Turkish Blend **CIGARETTES**

HAVE THOUSANDS.

Fatima Customers Buy Drugs and Sundries too.

Feature Fatima Sales!

The Package is Compact and Convenient.

Handled by all the Wholesale Trade.

For twenty-six years we have supplied the druggists in Canada with an interesting monthly Journal, full of live news and practical information, for the small sum of one dollar per year.

The

Canadian Druggist

Toronto

For twenty-six years a large number of advertisers have patronized our columns. They have made money and are still making money. This is the best proof we can offer of the merits of our Journal as an advertising medium.

Correspondence

STILL THEY COME.

London, Ont., May 2, 1911.

Editor Canadian Druggist,
Toronto, Ont.

Dear Sir,—Enclosed find $2 which, pays my subscription for 1914-15. I am sorry to have kept you waiting for this. Please send receipt, and oblige.

Yours truly,
E. F. B.

Hamilton, Ont., April

Editor Canadian Druggist,
Toronto, Ont.

Dear Sir,—If you will send me a statement as to my subscription account, I will remit by return mail.

Yours truly,
M. E. F.

KENT-McCLAIN AGAIN.

Mr. F.W. Smith's store at Danforth Ave., is a very successful example of drug fixtures in dark oak "Mission" finish. This store has a good width, and Mr. Smith has recently doubled his silent salesmen facilities by installing a second row of cases built by Kent-McClain, Limited (Toronto Show Case Co.)

"However did you hear such dreadful things about Mrs. Huber?

"You forget she was once my dearest friend."

The man who thinks it isn't worth while to learn salesmanship because he doesn't expect to stay behind the counter all his life will probably stay there longer than he expects.

MADE IN CANADA

Caustic Soda 75-76-77%

Bleaching Powder 35-37%

WINDSOR BRAND

The Canadian Salt Co., Limited
WINDSOR - ONTARIO

THE NICHOLS CHEMICAL CO., Limited
(Selling Agents for Canada)

PROFITS AND EARNINGS.

A Japanese Store.

This business statement comes all the way from the land of the Mikado for our consideration. It will be noted that the store has an excellent patronage.

Stock and fixtures Nov. 1, 1912	$12,000.00
Stock and fixtures less ten per cent for depreciation on fixtures, Nov. 1, 1913	20,630.00
Purchases during 1913, including freight and duty	49,145.16
Total cash sales	62,164.14
Cash on hand Nov. 1, 1913	650.20
Bills payable Nov. 1, 1913	1,290.51
Bills collectable, Nov. 1, 1912	3,918.52
Bills collectable, Nov. 1, 1913, less ten per cent. for bad accounts	5,461.02
Expenses :	
Freight and cartage	$ 879.68
Salaries, including the manager's	7,793.50
Advertising and printing	1,347.65
Rent	2,082.84
Repairs	240.60
Light and fuel	374.92
Taxes and insurance	176.46
Telephone	33.40
Petty cash purchases—stamps, car tickets, etc., etc.	960.40
Total	$13,889.45

We shall be obliged to perform a surgical operation, right at the start. The item freight is included in both the cost of goods and the expense account. It must be eliminated from the latter. This reduces the expense account by $879.68.

It will be noted that a large credit business is done, $6007.12 being the amount on the books at the time this statement was made.

The percentage of expense is not quite 21.

The cash sales are listed at $62,164.14 and the purchases at $49,145.16. The difference is $13,018.98. Subtracting the expense, $13,009.77, from this we get $9.21 !

The statement shows us, however, that there has been an inventory gain of $8,630. Where did this $8,630 come from? It represents goods bought and paid for during the year which remain unsold.

Our correspondent still has these goods on his shelves. He has gained during the year $8,630 in stock plus $9.21 in cash, or $8,639.21. This is the net profit, which, expressed in percentage, is 13 5-6.

Strictly speaking, however, our analysis is not altogether accurate, for the reason that both the 10 per cent. depreciation on fixtures and the 10 per cent. marked off for bad accounts should have gone into the expense account instead of being set against the items themselves. We had no way of knowing what the fixtures, alone, would invoice, and therefore had no alternative other than letting the figures stand as they appear in the tabulation. —Bulletin of Pharmacy.

A Square Deal
To Everyone

CORSON'S PERFUMES

—AND—

TOILET REQUISITES

Give a fair profit to the druggist and fair value to the user.

Sovereign Perfumes, Ltd.

146-148 Brock Ave.
TORONTO

HOW IS YOUR STOCK OF

WILSON'S INVALIDS' PORT

(*a la Quina du Perou*)

Our advertising campaign this season will be more extensive, by far, than previous years. Be prepared to reap the benefit of this campaign.

Replenish Your Stock

Wilson's Invalids' Port is prepared from the rich juice of selected Oporto grapes and extract of Peruvian Cinchona Bark, absolutely no alcohol or any other ingredients are added.

Wilson's Invalids' Port Agency
87 St. James Street, Montreal

Did You Buy the VARIETY?

NO!

Well then, Mr. Man, you are behind the procession.
The live wires who saw it picked it "off the bat" as the greatest value ever.

"Get 50c for that box, with all those fancy centres? Sure I can!"

"Send me 6 doz. and one of those Variety cards at $4.00 a dozen, at ONCE. I want to get in FIRST."

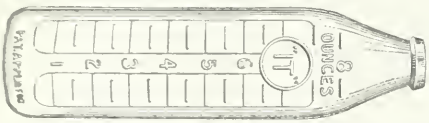
Patterson's

TORONTO

THE NEW NON-ROLLING STERILIZER BOTTLE

"IT" STANDS GOOD. "IT" LIES QUIET.

It is made in beautiful white flint glass, is handsome, and sells. Canadian trade supplied by the Richards Glass Co., Toronto, Canada, and lettered with your name if desired.



T. C. WHEATON CO.

Expert Bottle Blowers

N. Y. Office: 132 Nassau St. - MILLVILLE, N.J.

BUFFALO COLLEGE OF PHARMACY

Twenty-ninth Annual Session begins October, 1914

The college offers a course of two years, consisting of about 1250 hours of instruction in class room and laboratory, and leading to the degree of Graduate in Pharmacy; and a course of three years leading to the degrees Master of Pharmacy or Pharmaceutical Chemist.

An entirely separate course of three years, with daily instruction, leads to the degree of Analytical Chemist and qualifies in all branches of modern chemistry. This course opens in September.

Write for particulars and announcement to

FRANK E. LOCK, M.D.

44 High Street, - - BUFFALO, N. Y.

WILLIAM MATHER, LIMITED

MANCHESTER

Manufacturers of Up-to-date Surgical and Pharmaceutical Plaisters of every variety

India-Rubber Combination Plaisters

Strengthening Capsicum and Belladonna of guaranteed B. P. and B. P. C. Strengths.

Surgeons' Rubber Adhesive on Metal Spools
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} Equal to any in the Trade

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J.E.R&CO

Do You Want Window Letters or Any Kind of a Sign?

—WRITE—

J. E. RICHARDSON & CO., 147 Church St., TORONTO, ONT.

DRUGGISTS

DOUBLE THEIR INCOMES AND TREBLE THEIR PROFITS

by the knowledge gained from our college or correspondence course in Ophthalmology.

ROYAL COLLEGE OF SCIENCE

Send for free book re Optical, Optometrical and Ophthalmological Courses.

ROYAL COLLEGE OF SCIENCE, West Queen St., TORONTO, CANADA

Suggestions for Advertising

The accompanying cut is a reproduction of a blotter sent to the trade for advertising purposes. It has been a successful campaign, although not expensive. The customer or prospective customer has your goods before him all the time, and is constantly reminded of their qualities and usefulness, providing the wording and display of your blotter are properly done.

Mend Valuable Articles
WITH
MAJOR'S CEMENT
¶ Is the Strongest Cement on Earth and will mend permanently anything that is breakable.
¶ Used with excellent results for mending furniture and repairing billiard cues.
REPAIRS RUBBER BOATS, SHOES AND ALL RUBBER GARMENTS
¶ We have also the best leather and rubber cement. Cut a good size patch from an old rubber shoe and put a down on it, wet it and the rubber cement will dry on. When through using either kind set bottle upside down. All three kinds 15c. per bottle. Sold by dealers, or by mail.
To Dealers:
THE INDUCEMENT OFFERED BY OUR SALESMEN CAN BE HAD NOW AT ANY TIME
¶ All orders must be sent to us and you can have it delivered through your jobber if you wish. Please state on order that you will not cut the price.
¶ Large display stands with one gross order, the pail will hold fifty pounds of stones. Small display stands with 1/2 gross order.
¶ Send for particulars and also advertising matter
Established 1879
MAJOR MANUFACTURING CO.
461 PEARL STREET—NEW YORK CITY

Here is another suggestion recently received from one of our subscribers. This is a show card, and is hung on the inside of the drug store, so that everyone is compelled to read it before entering the store. It is a simple thing and can be used to advantage for the advertising of special lines at various seasons. This same idea could be used to advantage now that the hot weather is coming, and for Ice Cream, Ice Cold Drinks, etc. The mistake usually made by druggists and clerks is that they simply hang up a card bearing the name of the goods, such as "Ice Cream," or "Soft Drinks," when perhaps a little careful forethought would bring ten times the results. Here is a card the writer noticed last summer in a drug store: "If you feel tired and fatigued, sit down and take a nice dish of ice cream, it will refresh you." Don't forget that people don't always buy things because they need them ; and don't forget that people don't always buy them when they do really need them. It is up to you to sell them, and there are hundreds of ways of inducing people to buy even things they do not actually need. Try the one mentioned above.

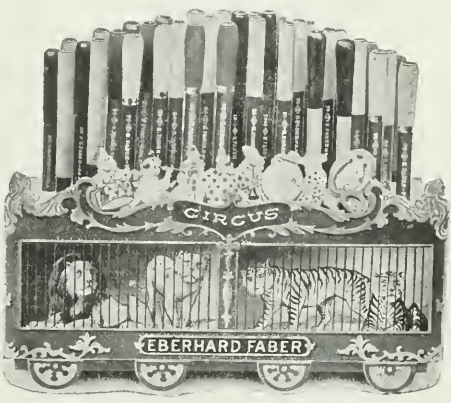
"ROYAL ROSE" TALCUM POWDER

is sold here. It is used by ladies' for their own use and for the children. It is also used by men after shaving.

Fourteen years of success speaks well for the Marvel Whirling Spray Syringe, does it not? The best druggists recommend the "Marvel" because of its reliability and because the Marvel Company guarantees the quality of its products.

CIRCUS PENHOLDER.

The Circus Penholder Display illustrated is one of the new lines Buntin, Gillies & Co., Ltd., Hamilton, are showing. It contains three dozen assorted cork, rubber and fancy tipped holders in an attractive and novel display box.



GETTING READY FOR THE C. Ph. A. CONVENTION.

The following are the local committees recently formed to take care of the arrangements for the coming convention to be held in Winnipeg on August 12th :

Finance—A. J. Brown (Convenor), A. T. Connell, A. I. Brooking, T. T. Malcolm.

Reception—T. Andrews (Convenor), A.R. Leonard, F. L. Brown, W. McCullough, A. Bertrand, R. C. Jamieson.

Programme— C. W. Campbell (Convenor), F. Whaley, J. K. Brown, B. H. Bartlett, W. D. Macdougall.

Attendance—D. Clement (Convenor), M. Westaway, R. T. Butchart, C. Parker, A. Argue, J. K. Hill, C. Hasselfield, E. Casselman, D. W. Bradshaw, M. C. Colcleugh, R.A. McRuer, W. D. Macdougall.

Ladies' Entertainment—Mrs. M. Colcleugh.

Publicity—J. Werner, E. Nesbitt, president ; C W. Campbell, general secretary.

THE
CANADIAN DRUGGIST

Monthly. Established 1888.

The CANADIAN DRUGGIST is issued on the first of each month, and all matter for insertion should reach us by the 15th of the previous month.

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ENGLAND—C. Rivington Shill, 88 Chancery Lane, London, W.C. Telephone 8936, Central.

FRANCE—O. F. Graband, 19 rue de Richelieu, Paris.

GERMANY AUSTRIA AND SWITZERLAND—Rudolfe Mosse, 46-49 Jerusalemer Street, Berlin, Germany.

Editorial.

C. Ph. A. ASSOCIATION.

On another page will be found an announcement of a competition which is to take place at the Convention in Winnipeg on August 17th. This should arouse enthusiasm among druggists, and it is to be hoped that there will be lots of papers presented. You cannot all be prize-winners, but your paper may be one of great value to other druggists. You don't know just what you can do until you make an effort. Read the directions on page 258.

PHYSICIANS AND PHARMACISTS APPROACHED BY TEMPERANCE ALLIANCE.

The Temperance Alliance of Prince Edward Island has recently circularized the Physicians and Pharmacists with a view to ascertaining their ideas regarding the Prohibition Act. Each one was requested to answer two questions.

QUESTIONS ASKED DRUGGISTS.

Question 1.—Would you favor the entire prohibition of the sale of Intoxicating Liquors by Druggists?

Question 2.—If not, what safeguards would you recommend to prevent illegal sales of Intoxicatin Liquors by Druggists?

TO PHYSICIANS.

Question 1.—Would you favor the entire prohibition of intoxicating Liquors as a Medicine?

Question 2.—If not, what safeguards would you recommend to confine the same to use as a Medicine only?

SIDE LINES.

Probably of all the recent side lines which have made their appearance in the drug store, the "miniature printing press" is the latest. A few months ago the writer had the novel experience of seeing orders for "furnace coal" being taken over the drug store counter, and now we see customers waiting for an order of calling cards. In the drug store in question a large display card which reads: "Calling Cards While You Wait," is placed in a prominent position in the store, and on entering one is inclined to wonder whether he has entered the wrong store. However, properly conducted, there is no reason why this should not prove a profitable side line; but we venture to offer a suggestion, as follows: The miniature printing press would be far better out of sight, and the display card would be far better on one of the show cases at the other end of the store.

GARDEN SEEDS.

It has become customary at this time of the year for druggists to carry a full line of garden seeds. This is another side line which seems to be profitable. The packages of seeds with their variegated colors, when placed in a rack, which is supplied with the order, make a very attractive side line; and it is probably this only which almost compels customers to buy seeds in the drug store.

BASEBALL GOODS.

Now is the time to put in a supply of baseball goods. Great results can be accomplished with this side line. Last season a well-known druggist conducted a very successful competition, and offered for prizes a number of these side lines. The prizes were awarded to the persons gaining the highest number of votes, and the votes were obtained through purchasing goods. "It was done in this way," said the drug clerk. "After taking stock we put all the surplus stock of the various lines in the store room; we displayed the new goods in the store in the usual places. After going through the surplus stock carefully, marking each article at a reduced price, we placed them on a show case in the centre of the store. The stock included razors, shaving soap, cigars, pipes and many other things which had been poor sellers, or which had been over stocked. The result was that the whole outfit was cleaned out in about three weeks.

"I may have bragged about my children a bit."

"That's true, you have."

"And I may have referred at times to the fact that my ancestors were celebrated people."

"Yes, I have heard you do that."

"But I still think I am entitled to some credit for modesty. I have never claimed that my employers could not get along without me."

"How did you find that piece of steak, sir?" asked the smiling waiter in anticipation of a liberal tip.

"I really don't know," said the large man, gazing at his plate. "I just happened to move that little piece of potato, and the steak was under it."

Pure Medicinal Chemicals

In medicine "the best is none too good"; the

MALLINCKRODT CHEMICAL WORKS LTD.

St. Louis **Montreal** **New York**

are among the largest manufacturers of medicinal chemicals in the world.

"M. C. W." (Mallinckrodt) products are recognized as the highest standard of purity through the United States and Canada and other countries where they have been introduced.

"M. C. W." chemicals used in prescriptions, insure satisfaction to the physician, patient and dispenser.

"M. C. W." chemicals cost no more than other brands and should be given preference by careful discriminating pharmacists.

Price lists mailed free to any druggists desiring them.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request

Canadian Factory and Offices at

9, 11, 13 Davenport Road, Toronto

S. S. Stafford's Inks

Stay at home while you study Pharmacy. We teach you by mail We give you the same instruction that you get at college.

Our course is adapted to the individual needs of Canadian students who contemplate a change into the States or take Pharmacy board examinations. Hundreds testify to the great value of our course.

Write for our prospectus and particulars. Our terms are easy.

The Ohio Institute of Pharmacy, Columbus, Ohio

ADVERTISERS

in the "Canadian Druggist" have proven this publication to be a profitable medium.

TRY AN ADV'T FOR 1914

The Pharmaceutical Association of Manitoba.

Major Examinations, April, 1914.

Time—2½ hrs. Examiner—C.W. Campbell, Phm.B.

PHARMACY.

1. Outline any process by means of which an alkaloid may be extracted from a drug.

2. Distinguish between :—

Percolation and Maceration ;
Infusion and Decoction ;
Sediment and Precipitate ;
Calcination and Sublimation ;
Trituration and Titration.

3. How much Perchloride of Mercury is necessary to prepare a pint of solution 1 in 1000 ? Give answer in metric system.

4. The Sp. Gravity of Spts. Eth. Nit. is 0.840 of Sulphuric Acid, 1.843. What weight will a bottle, capacity one pint, contain of each of the above ?

5. What are the sources of alcohol ? How is it made, and how purified ?

6. What are Galenical Preparations ? Give three examples.

7. Describe the different methods of making Emulsions, and give an example typical of each class.

8. Describe the source and method of manufacture of (a) Sodii Citro-tartras Effervescens, (b) Pulvis Sodae Tartaratae Effervescens, (c) Liquor Hydrogenii Peroxidi.

PRACTICAL PHARMACY.

Time—2 hrs. Examiner—C.W. Campbell, Phm.B.

1. Prepare the following :—

Liquor Ferri Persulphatis.

Ferrous Sulphate—1 oz. and 198 grains.
Sulphuric Acid ....66 minims.
Nitric Acid..... ....66 minims.
Distilled Water..... ....q. s.

Add the Sulphuric Acid to 14½ drachms of the Distilled Water, dissolve the Ferrous Sulphate in the mixture with the aid of heat, mix the Nitric Acid with 174 minims of the Distilled Water, add to this diluted acid, warmed, the solution of Ferrous Sulphate. Concentrate by boiling until, by the sudden disengagement of ruddy vapors, the liquid ceases to be black and acquires a red color. If any ferrous salt remain in the solution, add a few drops of Nitric acid, and boil again When the solution is cold make the quantity up to 2 fluid ounces by the addition, if necessary, of Distilled Water.

2. Make two fluid ounces from the following formula :—

Syrupus Ferri Iodidi.

Iron in wire..... ....½ ounce
Iodine..... .....726 grains
Refined sugar..... ....16½ ounces
Distilled Water..... a sufficient quantity.

Add the Refined Sugar to six fluid ounces of Boiling Distilled Water, and heat until dissolved. Dilute half a fluid ounce of the resulting syrup with an equal volume Distilled Water, and set aside. Digest the Iodine and the Iron Wire in a flask with two and one-half ounces of Distilled Water ; heat gently, and finally boil slightly, until the froth loses its yellow color ; filter the liquid while still hot into the syrup, washing the flask and the filter with the diluted syrup previously set aside, and now heated to boiling. Pass sufficient boiling distilled water through the filter to produce, when cool, one pint. Mix.

MATERIA MEDICA.

Time—2 hrs. M. Westaway, Examiner.

1. (a) Scammonium.— Give botanical history, habitat, medicinal properties, preparations, with dosage.

(b) State what is the active constituent of Scammonium, therapeutical value and dose ?

2. (a) How many official varieties of mustard are recognized by the B.P.? Give Latin names N. order, habitat, kind most commonly employed, derivatives and official preparations.

(b) Give names of common drugs under N. Order Graminaciae, kinds most commonly used, with examples of products.

3. (a) Iodine—Describe it, stating source, test, medicinal properties, preparations and doses ?

(Continued on page 304.)

THE PHENOMENA OF CATALYSIS.*

By W. R. Whitney.

This is a purely chemical term and stands for the process of greatly increasing the velocity of chemical reactions by employment of materials which are not consumed in the process. Any analogy is apt to be misleading, but Ostwald suggests the parallelism between catalysis in chemistry and the effect in mechanics of the change from a too thick to a good lubricating oil on a shaft rotating under constant force. The speed will increase without application of additional energy. In a sense, this definition is too academic. In most of the process called catalytic, the velocity-increase is so enormous that, without the catalyzing agent, the process would hardly take place at all. For this reason a catalyst is sometimes defined as any substance which produces a chemical action without being consumed in the process.

Catalysis is usually limited to describe cases where a definite material, or even a definite form of material, seems to bring about a reaction or produces a great increase in the velocity of the reaction. Heating the reagents produces great increase in velocity of most chemical reactions, and some are made to speed up by the effect of light, and so heat and light are sometimes called catalyzers. But it is customary to consider this type as partially understood and to class under catalysis the less easily explained cases, where the mere presence of some material apparently does the work and is yet not consumed. It acts more like the trigger of a gun. This sets off the reaction, which in our gunpowder analogy would otherwise be an exceedingly slow oxidation. The gunpowder might take a century to oxidize unless it were set off, although the products of the reaction would be the same regardless of the velocity.

It is very probable that for years catalysis was a word used, as such terms are often used, to classify or group together, without further commitment, a number of different phenomena which were not at the time explicable. It was known that hydrogen and oxygen could be mixed and would remain inert indefinitely, but that a little platinum or an electric spark in the presence of the mixture would cause rapid combination to form water. A definite quantity of platinum was able to produce the reaction between an unlimited quantity of these gases. Other finely divided metals acted similarly. The platinum was called the catalyzer. The spark in such a case was not usually considered as a catalyzer in the narrower sense. This is probably because the case is an application of intense heat which in any other manifestation is equally efficacious. It has been the custom to consider as cases of catalysis only those reactions in which the phenomenon can be ascribed to some material, thus excluding greatly increased reaction velocity due to light, high temperature, etc. It was known, on the other hand, that the decomposition of hydrogen-peroxide solution was greatly hastened or made almost instantaneous by colloidal platinum and other colloidal metals. Here again the metal was not consumed and had not lost any of its power after it had apparently accomplished so much. It was known that sugar in aqueous solution is ordinarily decomposed by the water into dextrose and levulose with exceedingly low velocity, but the same reaction takes place very rapidly in presence of acids or certain organic ferments. Thus the acid and the ferment were called the catalyzer.

It is known that many of our most common chemical reactions owe their velocity to the presence of water. In fact, water is the most common and most important catalyzer of all. It is much easier to find cases of chemical reactions which need water for any appreciable velocity, than it is to find reactions which can proceed in its absence. Yet in most of them the water apparently does not take part in the reaction nor is lost through it, and the same water could be used to an unlimited extent. Practically all of the common chemical reactions are of this type. Silver nitrate and sodium chlorate do not react in the dry state, and the mere condition of solution is also not a criterion. While these two react readily when dissolved in water, they need not react appreciably when dissolved in some other solvent. This catalytic action of water, so common as to be usually lost sight of as a case of catalysis, is a very marked case, because of its sensitiveness. The most refined methods have had to be employed to remove the water in cases where its effect was to be studied. For example, the ordinary explosion of carbon monoxide (CO) with oxygen does not take place if the gases are perfectly dried, but a trace of moisture makes it easy to start the reaction by a spark. Such active agents as gaseous hydrochloric acid and ammonia, which combine readily at ordinary temperatures, do not react in entire absence of water. And the decomposition or dissociation of ammonium chloride which in any ordinary experiment is readily brought about by moderate heating, will not occur in absence of traces of moisture.

The method of action may not be the same in these various cases, but the resulting great increase in velocity of action or even apparent production of the possibility of reaction and the non-consumption of the foreign matter of catalyst is common to them all. There are many other such reactions.

The various types of catalysis apparently differ widely, and while they possess in common the peculiarity which co-ordinated them under this head,

*American Journal of Pharmacy.

they are being subdivided and grouped under new classifications because differentiating characteristics become gradually better understood. For example: there is a large group of chemical processes which are catalyzed by the presence of solids; sometimes by a specific solid, such as platinum, in other cases by a particular state or property of a solid, such as fine subdivision or large surface area, etc. A little palladium or osmium will ignite illuminating gas at the burner-tip in air. Some platinum, vanadium oxide, or even iron oxide will bring about the rapid union of sulphur dioxide and oxygen. These may be classed as surface tace effects, as absorption effects, etc., while it is not probable that reactions which owe their procedure to liquid or gaseous water can be so classed.

A number of catalyses may be looked upon as being due to the formation, for a short time, of products containing the catalyzer and one or both of the reacting substances, the catalyzer later stepping out of the reaction at its completion, much as the marrying parson leaves the marriage ceremony with his marrying powers undiminished. In such cases it seems necessary to grant that the time necessary for the catalyst to unite with one of the reagents, and for the second to enter the reaction and the catalyst to back out, so to speak, is in all shorter than the time necessary for direct union of the reacting substances. This is possible. The catalyst often seems to be merely a means of in some way reducing the delays in a process. It can hardly be said to reduce the resistance to reaction, for reduction of resistance should cause a change in the total heat evolved by the reaction, and this does not occur.

Any treatment of this subject would be incomplete which did not mention the phenomenon of anti-catalysis or negative catalysis. As the name implies, this is the case where the presence of some otherwise inactive substance retards or prevents a reaction which would otherwise take place. In biological chemistry there are many such cases, and they are frequently referred to as poisonings. One of the best known inorganic cases is that described by Bredig, who found that while the decomposition of hydrogen peroxide was catalyzed by colloidal platinum, iridium, etc., the presence of almost any one of the common soluble poisons was capable of destroying the action of the catalyst and of preventing the reaction. Hydrocyanic acid, hydrogen sulphide, arsenic, copper, salts, etc., are such poisons. These poisons also act as anti-catalyzers to a number of biochemical reactions, ferment actions, etc. Water in most cases is an active catalyzer, but a few cases have been found where it is distinctly an anti-catalyst. Oxalic acid, dissolved in dry sulphuric acid, decomposes very rapidly, but the presence of traces of water greatly diminishes the velocity. The hydrogen ion is generally active catalyzer. It shows its power in many cases of hydrolysis and in the action of enzymes, etc. The hydrolysis of cane sugar by acids depends upon it.

A multitude of reactions for which solid catalyzers have been found may be represented by one or two specific cases. Ammonia and alcohol vapors combine rapidly in the presence of heated thorium oxide, so also do phenols and alcohols. Titanium oxide and other metal oxides catalyze organic reactions without there appearing to be any predeterminable predilection. One is led to imagine that every possible chemical reaction has its specific catalyzers. Haber has said that every solid substance exerts some accelerating action on gaseous reactions, though some do it much more markedly than others.

It may be that all cases of catalysis are to be looked at as brought about either by the formation of intermediate chemical compounds of the catalyzer with one or both of the reagents and the subsequent breaking down of such compounds to the final reaction products, or of physical adsorptions corresponding to the increasing of concentration of one or more of the reacting substances.

The chemical industries are full of the most interesting and successful catalyses. Sulphuric acid manufacture has always made use of catalyzers in some form. In the early days it was the nitrogen oxides, and now it is platinum sponge, etc. When sulphur is burned in air, or oxygen, the dioxide is produced, and this, even in the presence of excess of oxygen, does not seem inclined to continue in the process of oxidation to the state of trioxide at any measurable rate. Yet this is the direction it should proceed, and any one of the several triggers or catalyzers effect it. It is very important to note that the final state of all these catalyzed reactions is the "natural" state; that is, no consumption of energy is needed to reach the state, and energy is evolved by the process. The sulphur, in burning, tends to become the trioxide. Under normal conditions it only reaches the dioxide state in measurable time, but contact with such a solid as platinum sponge will catalyze the reaction, thus producing with great rapidity sulphur trioxide (the anhydride of sulphuric acid).

The great German dye firm, the Badische Anilin u. Soda Fabrik, made careful study of catalyzers for the reaction between hydrogen and nitrogen by which they hoped to and finally did make ammonia commercially. The reaction was a perfectly possible one, but without catalysis it was always too slow to be practical. . Finely divided iron, manganese, molybdenum, and tungsten were all found to be effective, and it was further found that these catalyzers could easily be poisoned by some reagents, but could be benefited by others. Thus arose the term "promoters" in catalyzers. A small quantity of some substance, such as oxide,

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for example, serves as a promoter to the catalytic action of iron on the ammonia synthesis. Thus a practical and commercial process for direct synthesis of ammonia has been brought about. This reminds one somewhat of the complements and the immune bodies which, while co-operating in the blood, produce the effects of immunity.

There seems to me to be one simple way of looking at all catalyzers which is useful if it be not used unfairly. The velocity of reactions depends on the concentration of the reacting particles (molecules or ions, or whatever they may be). It is not difficult to find in all cases of catalysis the probability of an increased concentration which is attributable to the catalyst. This is plain in such a case at platinum sponge and surface or solid catalyzers, for the absorption and adsorption of gases in such cases are well known. It is only a step along the path of this illustration to see possible intermediate physical and chemical compounds as concentrations of one or both of the reagents. Solid thoria catalyzes many organic reactions, so also does dissolved illuminum chloride. In the former case the physicist would grant the formation of adsorption compounds, and in the latter case the chemist recognizes the temporary formation of intermediate chemical addition products with the aluminum chloride. If we look at these two cases as cases of increased concentration of the reacting reagents, the possibility of co-ordination is clear.

The reactions in living matter (plant and animal) are very commonly catalyzed. Many of the catalysts have been named and have been isolated in more or less pure form. Malt diastase, which brings about the dissolving or hydrolyzing of starch is such a catalyst. By its action in the germinating grain or seed, the reaction of the break-down, dissolution or solution of the starch is made rapid. The starch would be useless without this catalyst, and it is not used up by the reaction. This process is not confined to the cell or seed. It may be carried out in the laboratory. For example, a large mass of nearly solid starch paste may be made to rapidly liquefy by the introduction of a very small quantity of diastase. The enzymes ptyalin, invertin, emulsin, pancreatin, pepsin, and a score of others, are quite analogous. They each catalyze some reaction characteristic of some living process. Albumen and similar albumenoid matter is rendered soluble or assimilable by the catalytic action of pepsin, for example. The reaction is not a simple one between the pepsin and the albumen, but the latter causes the albumen to react with the water present and hydration occurs. A perfect explanation of this catalysis in life-reactions is probably not yet possible, but in looking for analogies of our apparently simpler cases, we are struck with the force of the fact that these digesting catalyses are known to absorb on, or absorb in the organic matter whose dissolution they catalyze. For example. If fibrin be suspended in gastric juice (which contains some of these organic catalyzers or enzymes), it can be shown that they leave the solution and are absorbed by the fibrin in which they are producing the decomposing reaction. They thus resemble the reacting gases which absorb in the platinum of our simpler cases.

An exceedingly interesting recently investigated case of catalysis in the relatively simple reactions of the laboratory, corresponds so perfectly to a well known and apparently complex historical case in Nature that I make bold to present it.

It may be recalled that in that remarkable biochemical work of Pasteur's in connection with a study of the tartrates, he found that in the crystallized tartaric acids three were left and right crystals, shapes which correspond as our right and left hand do and would not permit of even imaginary superposition. So also, when these were in separate solutions, one caused rotation of the plane of polarized light to the right, and the other to the left. When they are suitably mixed they form the optically inactive racemic acid. One of the ways, which he discovered for separating these two forms when found thus mixed in nature, was by means of the green mold, Pencillium glaucum. The growth of this mould caused decomposition or destruction or oxidation of one of these exceedingly similar chemical compounds (identical in quantitative chemical composition), more rapidly than the other; it showed such a selective catalysis as to distinguish between the two. This was a case of selective catalysis by the enzyme or ferment of the growing mold. Starting with the racemic, or optically inactive acid, he could stop the fermentation at a stage where only the levotartaric acid remained, the dextro tartaric acid having been destroyed.

Now quite recently, Bredig and his pupils have studied the reaction of decomposition of bromcamphorcarbonic acid when catalyzed by small quantities of organic bases such as the alkaloids. They seem to have thus produced results very perfectly paralleling the above historic discoveries of Pasteur.

The molecular structure of the tartaric acids is such that, knowing this structure and knowing that an asymmetric carbon atom will produce optical activity, it is now possible to predict such developments as the separation of some optically inactive material into two optically active ones. It was shown that in the decomposition of bromcamphorcarbonic acid the organic alkalies act as catalyzers. This substance decomposes slowly into bromcamphor and carbonic acid. The process is catalyzed by organic alkaline bases, such as aniline. The bromcamphorcarbonic acid has two optically active forms corresponding to the left and right tartaric acids of Pasteur. Both of them are catalyzed equally by optically inactive bases, but one of them is more rapidly catalyzed than the other by quinine as catalyzer, and the other is more rapidly catalyzed by quinidine than the one. Quinine and quinidine are themselves optically active substances, and thus it is found that an optically active catalyzer is capable of differentiating in catalysis between two optically active compounds, and can catalyze the decomposition of one of them more than that of the other in a mixture of both, as Pasteur found with Pencillium glaucum and the tartaric acids.—Merck's Report.

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PHARMACY IN GREAT BRITAIN

The Forthcoming Council Election—The Pharmaceutical Society's Finances—Insurance Drug Bills—Parliamentary Fund—New Bankruptcy Act—Qualification of Assistants—Drug Market.

Preparations are beginning to be made for the annual election of the Council of the Pharmaceutical Society. Of the twenty-one members seven have to be elected each year, and as all the seven retiring members are seeking re-election and there are three other candidates the contest will be an interesting one. I should not have been surprised if there had been more new candidates, as pharmacists are taking a vastly greater interest in pharmaceutical politics than they used to do. The election will not take place for four or five weeks, but canvassing will begin pretty soon. One of the new candidates, by the way, belongs to the hospital pharmacist class, which, so far as I remember, has never been represented on the Council.

* * * * *

The Financial Statement of the Pharmaceutical Society which was presented at this month's Council meeting shows that the Society's income last year was £18,341, and the expenditure £16,702, so that there is a balance to the good of £1,638. The main items on the income side are:—Examination fees and apprentices registration fees, £7,497, and subscriptions from members £8,075. The assets are valued at over £10,000, and the assets of the Benevolent Fund at an approximate amount. These are distinct from the Scholarships and Prizes Account and the Orphan Fund.

* * * * *

At this month's meeting of the Council of the Pharmaceutical Society, the President made an important statement with regard to the deficiencies in the Insurance Drug Funds in certain areas to which I referred in my last letter. He suggested that pharmacists in these areas should not allow their interests to be used for political purposes either inside or outside the House of Commons, as the difficulties in question arose over business matters, in which politics had no part. He explained that there were two ways in which the deficiencies might possibly be met; in the first place the Act contained a provision for dealing with excessive sickness, and there was also provision made for charging doctors who might have prescribed excessively. The whole of the matter the President explained was receiving the earnest attention of the Council. It is understood that there is a sufficiency of funds to meet the drug bills in all but 22 districts, and in some of those districts the deficiency is not serious.

* * * * *

Owing to the uncertainties of the political situation and the persistent rumors that a general election is pending, there has been a good response to the appeal for subscriptions to the Pharmaceutical Parliamentary Fund to which I drew attention in my last letter. The Council of the Pharmaceutical Society has drawn up a number of rules to govern the spending of the money subscribed. In these rules the objects of the Fund are defined as follows:—(a) To promote in every legitimate manner the election to the House of Commons of candidates previously approved by the Committee administering the fund irrespective of the party opinions of those candidates. (b) To encourage, and, if necessary, assist financially, pharmacists to take a more prominent part in local government and public affairs generally. (c) To afford means for promoting or opposing legislative or other proposals affecting pharmaceutical interests. The administration of the fund will be in the hands of a committee consisting of the President of the Society, the Vice-President and the Treasurer, and four other members of the Council, who, with their ex-officio colleagues, will insure the representation on the committee of all shades of political opinion. There shall also be added to the committee two subscribers to the Fund, nominated by the subscribers to the fund. Whether or not there will ever be enough in hand to help the pharmaceutical aspirants to take part in municipal work I do not know, but judging from the response to the appeal that has already been made, I should not be surprised if a substantial sum were collected.

* * * * *

Although the Bill providing for the qualification and registration of assistants was introduced in the House of Commons early in the session, the fate of the measure has only just become available. The Bill seeks to make it an offence for any person who, not being a duly registered chemist and druggist or a registered assistant, acts as an assistant to a chemist in compounding any medicine prescribed by a duly qualified medical practitioner. This is quite a new departure in British pharmacy law, and at present there is nothing to prevent the compounding of medicines by any unqualified person so long as that person does not actually sell a poison. To become a registered assistant under the new Bill an examination would have to be passed and other conditions would have to be fulfilled, and it is left to the Pharmaceutical Society to make by-laws with regard to these matters. Ex-

isting assistants, however, would be admitted to the register without examination under certain conditions so that no hardship would be suffered if the Bill became law and apprentices would be allowed to compound medicines under the supervision of a pharmacist. There is little probability of the Bill making progress this session, and it may be years before it is seriously considered by Parliament. It would never have been introduced had it not been that a difficulty arose in connection with the qualification of assistants when the Insurance Bill was before Parliament, and now that the difficulty has been overcome, naturally there is very little need to press the Bill forward. The Bill does not appear likely to be unusually popular, and before it can meet with the approval of all parties it may need not inconsiderable alterations.

* * * * *

A new Bankruptcy Act has just come into force which, among other things, makes it an offence for a debtor who has on a previous occasion been adjudged bankrupt or made a composition or arrangement with his creditors, to fail to keep proper accounts ; similarly gambling and hazardous speculations contributing to the debtor's insolvency are made offences. By proper books of accounts are meant such books as are necessary to explain a debtor's transactions and financial position in his business, including a book containing entries from day to day in sufficient detail of all cash received and cash paid, and also accounts of all goods sold and purchased, and statements of annual stocktakings. It is made a criminal offence for a discharged bankrupt to obtain credit for more than £10 from any one person without disclosing the fact, and for a bankrupt, while undischarged, to trade under an assumed name unless his true name and position be fully disclosed to those with whom he deals. A foreigner who, though resident abroad, carries on business in England or is a member of a firm or partnership carrying on a business in England, may be made bankrupt. It is also provided that a married woman carrying on business, whether separately from her husband or not, shall be subject to the bankruptcy laws as if she were a single woman, and that where a married woman has been adjudged bankrupt, her husband shall not be entitled to claim any dividend as a creditor in respect of any money or other estate lent or entrusted by him to his wife for the purpose of her business until all claims of the other creditors of his wife have been satisfied.

* * * * *

In consequence of the large catch of codfish in the Norwegian fishing grounds and the abundant yield of oil, the value of cod liver oil has been dwindling down during the past few weeks until it has reached a figure which may be regarded as about normal. Reports from Norway show that recently the daily catch amounted to something like one million cod, and as the livers are rich in oil the supply of cod liver oil is plentiful. There have been fatter years for this industry, and prices have been lower than they are at present, but on the other hand the season was such a poor one in 1913 that prices rose to a figure which was six or seven times that which has been regarded as a fairly high price. The result of that year of scarcity was to give an impetus to many kinds of substitutes and also to encourage the British cod liver oil industry. The livers of cod caught off the English coast were pressed and the oil was refined in Hull, Glasgow and Aberdeen, but at the prices at present ruling little encouragement is given to English producers. Another article which has been attracting considerable attention in the drug and chemical markets is citric acid. There is the usual large demand which exists at this season of the year, but supplies are extremely short with the result that prices have advanced materially, and there appears to be no likelihood of lower quotations ; on the other hand it seems probable that prices will harden. One result of the scarcity of citric acid has been to increase the demand for tartaric acid, which appears to be largely used in the manufacture of the cheaper varieties of effervescent preparations.

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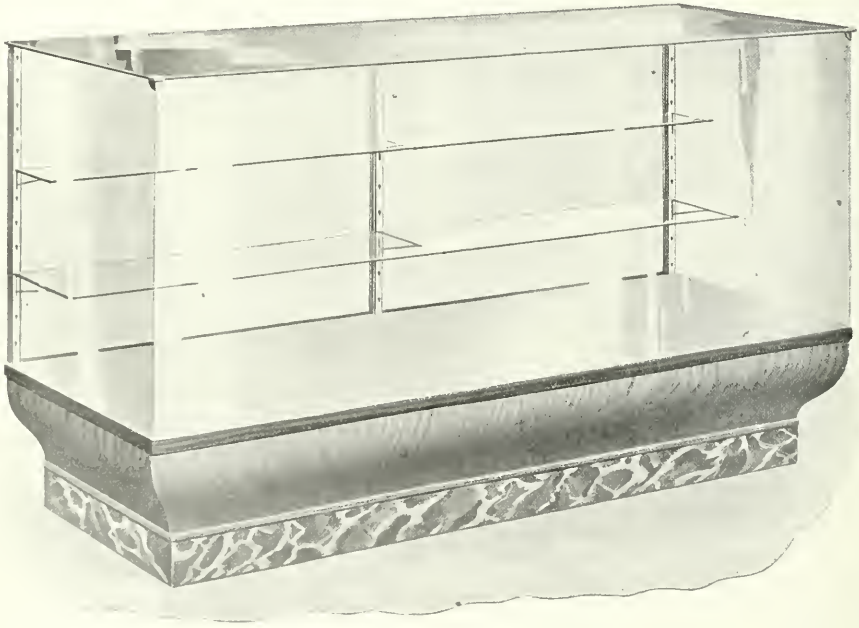

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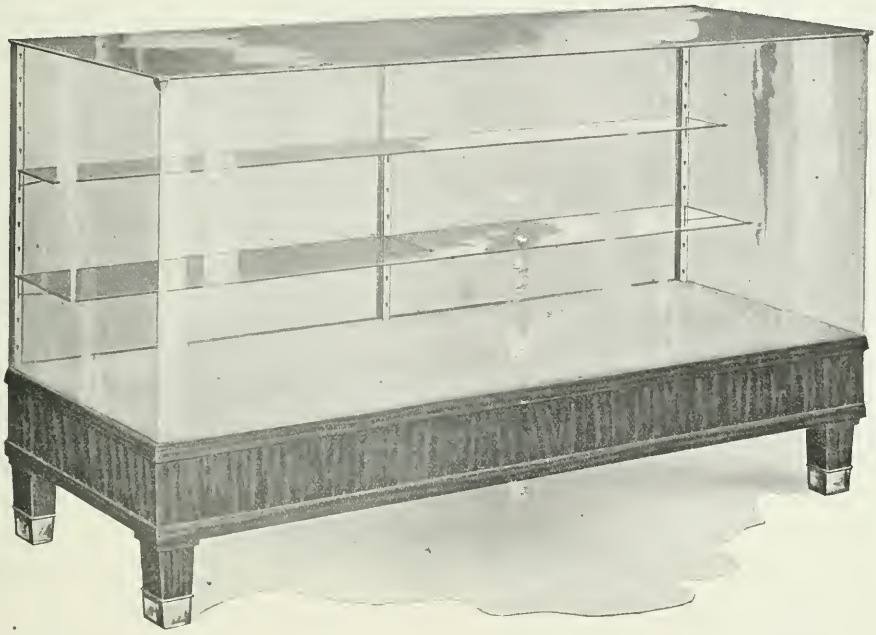

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BUY ONLY FROM RELIABLE HOUSES.

In a recent number of the Pharmaceutical Era there appeared an article by Otto Raubenheimer, dealing with the purchase of medical products and giving a warning against indiscriminate buying and encouraging the sale of goods because they are supposedly cheap, without any guarantee whatever of their reliability. The article is a timely one, and should be heeded by those druggists who may be tempted to purchase other than recognized reliable makes.

Mr. Raubenheimer says he well remembers that some years ago, when refined deodorized wood alcohol was first placed on the market under a fanciful name, silver-tongued salesmen were trying to convince the pharmacists throughout the country that this product was non-poisonous, and was in every way equivalent to grain or ethyl alcohol, and could be used in its place. Consequently numerous druggists throughout the United States were induced to use this product on account of its cheapness, and as a result many had to pay fines or even go to jail.

Mr. Raubenheimer observes that practically the same conditions have existed ever since the new chemicals, the so-called coal tar derivatives, have been introduced into the United States. The large chemical industry, especially that of Germany, has spent millions of dollars to perfect and to introduce these products, and for that reason is charging a fair, and in some cases, a somewhat fancy price for these new chemicals. The process of manufacture is patented, and the names of the chemicals are trade-marked. This serves as a protection for the manufacturer. The little republic of Switzerland has a patent law which refuses protection to chemicals and chemical processes, and the result is that most of these chemicals are duplicated or imitated in that country and are distributed from there. The United States in particular seems to be one of the large outlets for these products.

Some time ago Mr. Raubenheimer read the following letter from a firm in Philadelphia :

"Kindly note that we have reduced prices on Blank's chemicals. Perhaps, at times, you have calls from druggists who want chemicals at ruinous low prices, regardless of whether the goods are A 1 or not. If so, we have other chemicals on hand, which we sell below cost. You, of course, buy these at your own risk. Any reasonable offer will not be refused if you can use same."

"Just think of such a condition in medicine, intended for the cure and relief of the sick !" our authority deplores. "These imitation goods are distributed by peddlers who distribute their fraudulent wares to druggists from hand satchels. These peddlers are irresponsible men, who frequently make only one visit, who have no addresses, who leave no bills, and who cannot be held nor can they be caught. These peddlers are in the same class as 'gunmen,' many of them being ex-convicts who would resort to any means in order to obtain money."

These peddlers are also the distributors of obscene rubber goods and instruments, the sale of which is forbidden by law. They also supply cocaine and morphine to habitues, and even to the school children. These peddlers buy and sell stolen goods and act as fences. It is a large, a very large traffic that these illegitimate chemicals constitute. They are bought and sold without any guarantee whatsoever. The average druggist buys these chemicals at a slightly lower cost than the genuine articles. They dispense same, and thereby violate the patent as well as the trade-mark rights of the manufacturer. That the manufacturer has such a right has been demonstrated on numerous occasions, when druggists have been caught substituting these chemicals in place of the genuine ones, and thereby have had a great deal of legal annoyance, and even had to pay fines or were sentenced to jail.

But the druggists are not the only guilty parties, as the peddler furthermore is in the habit of supplying the dispensing physician with these articles. The dispensing physician has no means of convincing himself of the chemical identity of these products, much less than the druggist, and thereby runs a greater risk as to the health and welfare of his patients. All he knows is that the goods bear a certain label ; that the goods are cheap and this is the sole reason that prompts him to buy them.

The infringers sell these imitations under their chemical names, and the peddler claims that they are identical with the patented and trade-marked products, but frequently, almost invariably, these chemicals are grossly adulterated, and instances are known in which "aristol" has been adulterated with brick dust, "protargol" substitutes contained only 3 to 4 per cent. of silver, instead of 8.3 per cent., and were strongly alkaline, and that salicylic acid has been sold as "aspirin," and as "pyramidon," a mixture of magnesium and sodium sulphate. Adulteration has even gone so far as to imitate the labels of the genuine product, so as to require an expert to tell the difference in the outside appearance between the imitation and the genuine.

It is also well known that chemicals supplied by the irresponsible peddler are generally short weight. It has been repeatedly shown that tablets which are sold to peddlers are fraudulent. "Aspirin" and "veronal" tablets which were said to contain 5 grains, have been found to consist entirely of inert matter. A large quantity of tablets is sold by peddlers which are made from adulterated chemicals, and it is predicted that some time or

other there will be a large expose, which will be a serious blow to pharmacy and medicine.

It has even come to the knowledge of the writer that vials bearing imitation labels of "Salvarsan" were filled with oxid of iron to give it the color of the genuine article, and this fraud was not discovered until the peddler selling this article had left town to continue his criminal activities in another community.

The dangerous practice indulged in by so many druggists, as well as dispensing physicians all over the United States, of purchasing supplies from peddlers, is one of the most serious menaces to the health and life of every community. How dangerous this practice is has been well demonstrated in a recent case, when a substitute for a chemical which was intended as eye drops resulted in the loss of the patient's eye, and in the recovery of heavy damages for the substituting druggist.

Mr. Raubenheimer recently received a circular from one of the veteran dealers in this class of goods, which circular, in fact, prompted him to write this article. Druggists are asked to read carefully the following sentences taken from it :—

"You are taking an unlawful chance buying elsewhere ; it is a crime to buy rank imitations and short weight tablets peddled by every Tom, Dick and Harry, whose sole desire is to get all the profit possible irrespective of quality. You owe it to yourself and customers to buy these chemicals only from a reliable source. I positively cannot recommend anyone to you. I am retiring from business with a clean slate—honorable. No man will ever find me ungrateful or dishonorable."

"Could there be better proof than these statements made by a man who knows the truth of the nefarious dealings of these peddlers?" Mr. Raubenheimer concludes. "How humiliating for us druggists that we must allow ourselves to be advised by that man not to take any chances in buying goods from his competitors.

"Retail druggists as well as physicians should take pride in their honorable calling, and in this profession, and should not buy their supplies from irresponsible parties. This, in my opinion, is the curse of the retail drug trade of to-day, and the sooner this is abolished, the better it will be for professional pharmacy."

Incidentally, as said in the beginning, the situation furnishes a splendid reason why the retail druggist should favor nationally advertised, standard, and honest goods. Such products give him a powerful weapon with which to cope with the evil.

Mrs. Exe.—My husband's occupation is quite confining.

Mrs. Wye.—Not so much as my husband—he's the jail keeper.

Photography

A RAPID AND STAINLESS SULPHIDE TONER FOR BROMIDE PRINTS.

By W. Caudery.

A process of sulphide toning which admits of plunging the print into the bleaching solution within a few minutes of the removal from the hypo fixing bath, without risk of stain and with no alteration of intensity, which gives permanence equal to any other sulphide-toned print, and a good warm sepia tone on most brands of paper, while assuring of itself complete elimination of hypo, should be one to appeal to any worker to whom speed and certainty of results are of importance.

The modus operandi is as follows :—

Two stock solutions are made—

(A) Potassium bichromate 5 per cent. solution.

(B) Hydrochloric acid (pure) 5 per cent. solution.

The print to be toned is taken from the hypo, and after two or three minutes in running water is immersed in the bleach.

A..... .....10 c.c.
B..... .....10 c.c.
Water ....50 c.c.

Add twenty drops of potassium bromide ten per cent. solution.

Bleaching takes place very rapidly ; when complete the print is rinsed under the tap to clear off the bulk of the bichromate, and the decoloring and hardening solution, which we will call C, is poured on.

(C) Alum .....50 grm.
Saturated solution of sodium bisulphite .....30 c.c.
Water to .....1,000 c.c.

This solution is of strength for plates, for use when intensifying, and should be diluted with its bulk of water for paper, fresh solution being used for each print. After a few seconds' immersion in the bath, it will be seen that the bichromate stain is being discharged from the paper, and that the solution, hitherto colorless, is assuming a bluish-green tinge. At this stage the print should be closely watched, and the moment there is no further trace of yellow stain it should be given three or four minutes in running water, then sulphided and washed in the usual way.

The process may seem complicated on paper, but is, in reality, rapid and efficient, the writer having, by cutting down intermediate washings to a minimum, succeeded in producing a perfectly toned print ready for the final washing in five minutes from its removal from the hypo.

The Dr. Miles Medical Co.

OFFERS

TO THE CANADIAN TRADE ITS
WELL KNOWN PREPARATIONS

NERVINE--HEART REMEDY
BLOOD PURIFIER--TONIC
ANTI-PAIN PILLS
NERVE and LIVER PILLS

ALL ARE PRICE PROTECTED.

All are satisfactory, both to the trade and the public.

In stock by all Wholesale Druggists.

For information or advertising, address

DR. MILES MEDICAL CO.
193 to 195 Spadina Ave.
TORONTO

NOTICE to DRUGGISTS

THIS QUANTITY OFFER ON

Mentholatum

Is open to you at all times through your Jobber

With 3 doz. Quantity, 1/3 doz. 25¢ **FREE**
" 6 " " 2/3 " " " and 5% Dis.
6 2/3 doz. costs $11.40, sells for $20.00
NET PROFIT $8.60, or 75%
50 CENT. SIZE COUNTS DOUBLE ON QUANTITY

RECOMMEND MENTHOLATUM

AT THIS SEASON FOR

CROUP, COLDS, BURNS, PILES, CHAPPED SKIN, SORE THROAT, CATARRH

The Mentholatum Co., Bridgeburg, Ont.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

IT IS A MARVEL

Gold Medal Awarded---Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully protected by patents

You can safely recommend it.

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

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All Jobbers Sell it

STORY OF FARRINGTON'S DRUG STORE

Frank Farrington, probably the best known of pharmaceutical writers, has written the story of how he built up a drug business, developing it from practically nothing to a significant success.

This book is called "Making a Drug Store Pay," and it gives all the details of Mr. Farrington's methods, the figures of his business, his struggles with competition, his many advertising plans, his successful and unsuccesstul side lines, his personal experience.

There is no drawing on the imagination. It is a veritable human document with a story interest that will compel a reading by anyone who starts the book. It is the autobiography of a man who started in the drug business with nothing and made good under circumstances that are just what the average druggist of to-day meets.

The candy trade, soda water business, cigar business, and no end of other lines that go with the drug store, and treated explicitly. Mr. Farrington gives the actual advertising he used, and the advertisements are shown in just the form he used them. Any druggist can take them from the book bodily and use them for his own store. There are some two hundred actual advertisements covering all drug store lines.

Much that Mr. Farrington has told in the drug journals about his advertising plans is given here in detail. This book ought to be worth a hundred dollars to any druggist. It is the best drug store book that that has ever come into our hands and we predict that it will become as staple with druggists as the dispensatory itself.

Bound in blue cloth, 6 by 9 inches, 303 pages, 18 chapters, price $2 postpaid. Ronald Press Co., New York, publishers. Money will be refunded to any dissatisfied purchaser. Orders accepted at this office at the above price.

McGILL UNIVERSITY.

Faculty of Medicine.

Post Graduate Instruction.

The Medical Faculty of McGill University begs to announce that it will offer instruction to graduate students for a period of two weeks immediately following the close of the undergraduate session, i.e., from June 1st to June 13th, inclusive.

The work will this year be essentially clinical and every facility will be offered for the study of the abundant material in the outdoor and indoor departments of the Montreal General and Royal Victoria Hospitals. The material in the new maternity hospital will also be made available for clinical study.

While the work will be mainly clinical and designed with a view to affording a general review for the practitioner, special courses may be arranged either in the laboratories of the College or in the Hospitals.

There is a splendid list for this season at the Royal Victoria Hospital, Montreal General, and the Montreal Maternity Hospital.

Further particulars may be had from the registrar, John W. Scorc, M.D., McGill University, Montreal.

A. Ph. A. MEETING.

The Detroit meeting of the A. Ph. A. in August promises to be in many respects the most delightful in the history of that venerable Association.

It is worth a trip across the continent any time just to see Detroit, for beyond all question it is the most beautiful city in America. New York is awe-inspiring—and is sometimes said to be awful—Chicago is wonderful, Philadelphia, Boston and Washington are rich in historic associations, but in Detroit nature has done everything she could and Detroit folks have done the rest.

Most people do not realize that in the past fifteen years the population has practically doubled—that Detroit has changed from an overgrown town to a big city. The visitors here next August will see not only the greatest drug houses in the world, they will also see the greatest automobile, adding machine, varnish, stove and other manufacturing plants.

They will see the city whose building activities every year regularly outstrip every other city in America, except New York, Chicago and one or two others of the most populous centers.

The local entertainment committee has almost completed its plans to make every hour enjoyable to the visiting A. Ph.A. members, but maintains a profound secrecy as to details. The complete program will be announced soon.

However, no one who has ever attended a big Detroit convention entertains any doubt about the recreational features of this meeting. The finest pleasure boats in the world are here, and the variety of river and lake trips offered is limited only by the amount of time one has to spend that way.

And for those who would like a taste of motoring, the wide shaded streets and boulevards, the beautiful lake shore drive through Grosse Pointe, the millionaires' suburb, and the wonderful concrete road extending in every direction through Wayne County will furnish a temptation too great to be resisted.

An easy two hours' run to the west by motor car brings one to Ann Arbor. Certainly it would be a mistake to leave Detroit without going there to see the great University of Michigan, whose school of pharmacy with its spacious and perfectly equipped laboratories contributes so much to the advance of pharmaceutical science.

This A. Ph.A. meeting offers the overworked

SPECIAL

Golden Orangeade and Cardinal Cherry

COOLERS

Special Offer

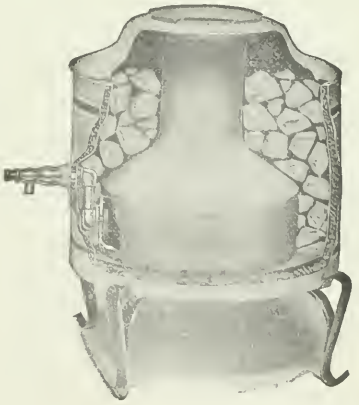
1 Cardinal Cherry Cooler (with 3-gal. Globe Bottle)
4 Gallons Special Cardinal Cherry
1 Set Advertising Matter
PRICE $16.00 NET

1 Orangeade Cooler (with 3-gal. Globe or 5-gal. Bottle)
4 Gallons Special Golden Orangeade
1 Set Advertising Matter
PRICE $15.00 NET

Four gallons Orangeade or Cardinal Cherry, when diluted, would make 640 5-cent drinks (amounting to $32.00), which would give the dealer a profit of over 100 per cent.—besides the value of the cooler. No druggist can afford to be without the above coolers.

The coolers and bottles are packed separately, so as to secure lowest freight rates.

All Prices are F.O.B. Toronto, the Price being so Low that no Freight Allowance is made on these Coolers



The illustration shows the interior of our Cooler. You see the stoneware container into which the Orangeade or Cardinal Cherry is poured from the inverted bottle. The ice is placed into the rustless metal tub around the container, thus keeping the ice and the Orangeade or Cardinal Cherry apart. The cooler tub is a double shell, insulated with ground cork. This principle prevents the sweating of cooler and retains the maximum results from the ice. One filling of ice keeps Orangeade or Cardinal Cherry cool all day. Refilling done without removing the bottle.

J. Hungerford Smith Co.

LIMITED

19 Alice Street - TORONTO

druggist a rare opportunity for a week of improvement and recreation that should not be overlooked. Come along. Even if you are not a member of the association, come anyway—you will be welcome. The Association wants you. Detroit wants you. And it will be good for what ails you.

BRAIN CAPITALIZATION.

A commission recently met in Washington and discussed an examination made of one thousand men and women of the average type and came to the conclusion that the average man and woman utilized his or her brain to the extent of one-thirtieth of its capacity. No wonder we hear so many complaints of hard luck from those who fail to push themselves into the limelight of commercial careers.

"I do kot know why it is, but Smith has had his pay raised twice since he came here, and I have been working in the department much longer than he has," is often heard. Evidently Smith is above the one-thirty class, and the complainant fails to utilize the remedy to cure his own ill. In these days of strenuous competition a premium is placed on brains. Why then should we not capitalize our brains much in the same manner as the manufacturer capitalizes an invention of merit which is bound to bring him returns. No invention has yet been discovered which is the equal of the human brain, and nothing has or can produce the revenue to be derived from the use of nature's greatest offering.

The man who would rise to greater heights must advance from the one-thirty class and continue to advance until he has more nearly become a thirty-thirtieths man, when he will have reached the zenith of his career. Man may be likened somewhat unto a locomotive. If the engineer cares not to make great headway, is in no hurry to reach his destination, he does not crowd the mechanism of his iron horse with steam. The man who would take life's journey with ease does not exert his motive power, and as life's roadbed is not so smooth as the iron rails and ballasted roadbed, and the journey is a much longer one, he may never reach his destination.

Get into the game, boy. Live with your business. If you are a salesman get after the business just as your employer would, or as you would if the store was your own. A light may be placed beneath a bushel basket but its rays are bound to creep through ; so with the light of your brains. If you are capable in the eyes of others, you are bound to go ahead.

The world is full of drifters, of malcontents. There are thousands who are constantly changing from one position to another, from this line of endeavor to that. Their reason for doing so is often that they do not advance quickly enough. Should these same people take a day off and be honest with themselves, and analyze their discontent, they would more often find 'that they are really to blame. It may be a lack of exertion, supersensitiveness, bigotry, false hope, perhaps laziness, dishonesty, and what not, but in nine cases out of every ten the remedy lies with him who seeks it.

Go to bed on Monday night with the fixed purpose of rising the following morning, to arrive at your place of business at the appointed time, or earlier, and do your day's work with a will. Repeat the process until it is as second nature to you. The old saying, "A rolling stone gathers no moss," is terribly true. The employment bureaus throughout the country are facing an almost unanswerable question, "What shall we do with those who can do everything, and yet do nothing ?" This is the resultant condition from the constant changing from one line to another, where only a smattering knowledge is obtained from each. The world has no place for him who is a Jack o' all trades and master of none. Specialize. Stick to it. Get on the firing line. Capitalize your brains.

Do not think that you can get by with an " I don't know." When you find yourself up against something beyond your ken, consult the dictionary or those who do know. Don't hesitate to ask a legitimate question, but shun the foolish ones. Time is money and no one wants to waste it. Learn all there is to learn about your own job—learn the other fellow's also ; if you can find out how other people do the same work as you, do so ; read your trade journals, there you will find many short cuts, and always remember that true success is only of your own making.—Ex.

PHARMACEUTICAL ASSOCIATION OF THE PROVINCE OF QUEBEC.

The preliminary board of examiners have held their quarterly examination on the 2nd of April last, when 54 candidates presented themselves. The following names, by order of merit, passed successfully, namely :—M. M. E. A. Marston, P. V. Charland, W. C. Marn, R. Godbout, J. Martin, C. A. Pehlemann, J. LaRoche, A. Paquin, F. Jarry.

The following names have passed on all subjects but one :—Messrs. Chicoine C. Gravelle, E.C. Parteau, T. Dowd, L. Lariviere, F. Desranleau, J. C. Patenaude, Jos. Dagerais, J. R. A. Pellemarre, R. Taillefer, V. Desy, D. Tanguay, Melle. G. P. de Kermeno, Melle. H. Bonneville.

Examiners :—Professors J. C. Cassegrain, of the Jacques-Cartier Normal School, and Isaac Gammell, of the Montreal High School, with Mr. A. J. Lawrence as general supervisor, and V. Giroux, supervisor for Quebec.

Post Cards

Everything in Post Cards. Comics, General, Birthday, Patriotic, Etc. Local View Post Cards to order from your own photos. Post Card Racks.

Pennants and Cushions

Biggest and Best line in Canada. Both Sewn and Stencilled Letters. Drop a post card for our catalogues. They are worth having.

Xmas Line Post Cards and Booklets, Etc., now being shown

Our 10 travellers cover Canada from Coast to Coast. See our line when representative calls.

WE CAN SAVE YOU MONEY

PUGH SPECIALTY CO., Limited

NOTE NEW LOCATION☞ 38-42 Clifford St., Toronto, Can.

COWAN'S
LIQ. AMMON. FORT.
PURE

Agreeing Fully with all the Requirements of the B. P.

See that every Winchester carries our Signature—
JOHN COWAN COMPANY, LIMITED

GLYCERINE, C.P., in cans and drums
BORIC. ACID, Merck and English
CARB. AMMON. 5 lb. and 10 lb. cans, kegs and casks
CHLOR. AMMON., kegs and casks

JOHN COWAN COMPANY, Limited
3 DALHOUSIE STREET
MONTREAL

If allowed to stand at one stage of its preparation, Benger's Food is self-digestive, both as regards the milk with which it is prepared and the Food itself.

By indicating the time of standing, 5 to 45 minutes, the physician is able to adapt Benger's Food to the physical condition of the patient.

"Mr. Benger's admirable preparation."—*The Lancet.*

BENGER'S Food

FOR INFANTS, INVALIDS AND THE AGED,

is quite distinct from any other food obtainable.

A Physician's sample, with analysis and report, will be sent post free to any member of the Medical profession on application to—

BENGER'S FOOD, LTD., MANCHESTER, Eng.

or from their wholesale Agents in Canada:—The National Drug and Chemical Co., of Canada, Ltd., Montreal, or any of their branches at—

BENGER'S Food

Halifax, N.S.	Winnipeg, Man.	Vancouver, B.C.
St. John, N.S.	Toronto, Ont.	Victoria, B.C.
London, Ont.	Hamilton, Ont.	Calgary, Alta.
Nelson, B.C.	Ottawa, Ont.	Regina, Sask.

SAL HEPATICA

Small	size, per doz.,	$2.85
Medium	" "	5.70
Large	" "	11.40

GASTROGEN TABLETS

A Neutralizing Digestive

Per dozen small	$ 5.70
Per dozen in 500's	34.00

$20.00 lots less 5 p.c. trade disc't
50.00 lots less 10 p.c. trade disc't
Terms, 5 p.c. 30 days.
Through Jobbers.

BRISTOL-MYERS CO.

Brooklyn **New York**

Canadian Agents
The LYMAN BROS & CO. Limited, Toronto
LYMANS, LIMITED, Montreal

Optical Department

Senses of Man.

Average Person can Accomplish Wonders Under Scientific Tests.

Ordinary Nose or Eye Makes His Powers Seem Very Limited.

When it comes right down to fine points, everyone has in him the making of a Sherlock Holmes along the lines of that astute gentleman's famed powers of minute observation. Indeed Dr. Watson's omniscient friend was rather a limited sort of person, if one considers what the senses of the average person can accomplish under scientific actual tests. He depended, mostly, on his eyes. Merely ordinary people have, in their noses as well as their eyes, instruments of perception which have the wonderful spectroscope classed with the sundial and the hour-glass. Both the nose and the eye, in the observation of some substances, at least, detect with ease quantities whose minuteness is inconceivable.

It is only recently that the dyes known as the cosins have been ousted by the magnificent red shades produced by dyes called rhodamines. Even a powerful microscope would go chasing around its field of observation to discern the infinitely small particle of a rhodamine which will show its presence readily to the naked eye.

A gram, in the metric system now employed for practically all scientific weights and measures, amounts to a trifle less than one-twenty-eight part of an ounce; it balances not quite 15 ½ grains. The grain was originally the equivalent of a grain of wheat. That was about the tiniest appreciable thing the early English could conceive of using when they undertook to weigh out precious gold, or such powerful medicines as the dried and powdered heart of a red-headed man killed while fighting the tax collectors, a sovereign remedy for various ills in the esteem of many ancient apothecaries.

OLD STANDARDS REMAIN.

Since then husbandy has improved wheat quite noticeably, but the old standard of one grain's equivalent in relation to the dram and the ounce haven't altered. Now, it is very likely that ten or a dozen real instead of theoretical wheat grains would equal the metric gram, and 300 real grains would equal the 427¾ theoretical grains that make up an ounce. One can imagine the gram, then, as weighing about a dozen grains of wheat.

Now, if the rhodamine dye classed as G extra be so finely reduced in a solution of water that there is present less than one ten billionth part of a gram —of the weight of a dozen grains of wheat—the eye can still detect the coloration it produces. So, in a milligram of fifteen one-thousandths of a gram's weight of water, the particle of color substance would amount to something less than,000,000,000,000,1 of a grain. This is getting things down pretty close to nothing.

The sense of smell, however, leaves the sense of sight far behind. We are accustomed to say that, with our loss of savagery our senses have gone too. But diffuse attar of roses in a room so minutely that, in a cubic millimetre of the atmosphere— about six one-thousandths of a cubic inch—there is present only one-third of a thousand-billionth, in figures, 000,000,000,000,000,-333 of a grain. You'll smell it. The amount of a chemical material present under such conditions is so trivial that the nausea felt by many persons cannot be produced through the action of the particles on the blood; the effect is attributed to a direct reaction of the nerves, which, in their turn, respond as quickly as does the delicate sense of smell.

SHAMES THE SPECTROSCOPE.

Now compare what those two senses can do in the way of detection with the work of the lauded spectroscope—a wonder of science because it can disclose the minute quantities of various substances. The best the spectroscope can do with solium is to prove its presence in amounts down to three one-millionths of a milligram; with lighium down to one ten-thousandth of a milligram; with strontium, down to six ten-thousandths of a milligram. Compared with the human eye and nose, the spectroscope works like a blind pug dog chasing a coyote.

One has to go to electricity to find any rival for those exquisite organs; and in the electroscope used in observations of electrical phenomena there exists a formidable competitor. It is just about one million times as sensitive as the spectroscope. You can take an electroscope and start it on a still hunt after a stray bit of radium —which, at a few million dollars a pound, a quarry woryh enough of any hunter—and it will run the stuff down even if the radium particle weighs no more than one millionth of a millionth part of a milligram.

That is getting matter down to the level where science is beginning to suspect it can't be matter at all, but simply bare energy, according to the theory that all matter is nothing but force, which, of its own inherent activities, coalesces into what we call matter. At such extreme remov-

es of divisibility, weight, as the human brain and senses can identify it, vanishes wholly from existence, and we stand, if not in the presence of the infinite, at least upon its mysterious threshold.

WHY RED IS A POOR DANGER SIGNAL.

The red danger signal is more apt to cause accidents than to prevent them. Science has just discovered that red is about the very worst color that could possibly be selected for danger signal purposes, although it has been universally used ever since the earliest times.

Its ineffectiveness is equalled only by green, and green,strangely enough, is the only other color used for signal purposes. Red and green are the standard signal colors on all railroads, and the port and starboard lights on vessels have been red and green, respectively from time immemorial.

These two colors are the worst that could be chosen for the purpose because they cannot be distinguished from each other by those who suffer from the most common form of color blindness and color blindness is constantly on the increase. One male in every twenty-five suffers from it. These two colors are said to be the most confusing to the human retina, even when it is normal.

According to Dr. Francis D. Patterson, who has made a study of the danger signal question, industrial accidents will continue to increase in number as long as red is used for danger signal purposes. He suggests the use of blue and yellow in the place of red and green, and presents scientific reasons in support of his contention.

Dr. Patterson points out that the use of red as a danger signal not only debars numerous color blind individuals from employment in occupations in which a color perception is necessary,but subjects many more to dangers against which red signals are supposed to afford sufficient warning.

His experiments with spectrum and with color blind persons, as well as with various colors at different distances, led him to conclude that the best colors for danger signal purposes are blue and yellow. He says they are the most luminous colors of the spectrum, are permanent and fast, are the only colors which give rise to normal color sensation as soon as they strike the eye, and even color blind persons react to them.

For practical reasons, too, he declares, blue and yellow might profitably be adopted in the place of red and green. They do not fade so quickly as a result of exposure to sunlight, and consequently they require less frequent repainting.

COLD LIGHT.

A SYSTEM GREATLY APPRECIATED FOR A VARIETY OF PURPOSES.

A demonstration was carried out recently in London to illustrate the application of "cold light" evolved by Professor C.F. Dussaud, a Continental scientist, which he has perfected for use in cinematography, light-houses, photography, and other similar purposes. The method is very simple. It comprises the burning of metallic filament electric incandescent lamps at about 100 per cent. above their normal rating for very short intervals. This end is achieved in several different ways. For instance, the lamps may be lit and entinguished by the aid of an interrupter in the circuit, which switches the current on and off at regular intervals ; or they may be fitted to a revolving disc, which, driven by a motor or other efficient system, swings each lamp round to light up as it passes a fixed point, by moving over a suitable contact. The lighting period is so brief that the bulb has not time to become hot, and the filament is not maintained at extreme incandescence a sufficiently long period to break down. The illumination obtained in this manner is extremely brilliant and powerful. So far as the cinematographic application is concerned, the lamp takes the place of the shutter, which is generally employed to cut off the light during the fraction of a second in which the film is jerked forward the depth of a picture. In this instance the light is extinguished while the film is being moved, the result being a series of regular intermittent flashes emitted at the rate of sixteen per second.

Prof. Dussaud has carried out many important developments in connection with this system, one of the most important being his chromatic natural color photographic process in connection with moving pictures. For the projection of lantern slides he employs the rotating disc of lamps, each lamp being lit up in turn as it comes before the slide, the disc being rotated while the slide is being changed. It has been shown that a lamp may be kept burning at excessive voltage for as long as two minutes continuously without suffering any damage. The system has met with widespread appreciation in France for a variety of purposes. For lighthouse illumination with the occulating and revolving characteristics it has also proved efficient. In the revolving type of light the lamp of a larger design is extinguished during part of the revolution, so as to enable it to cool down.

It is pointed out that by this invention, owing to the extreme coolness of the light, smaller lenses can be employed because they can be brought closer to the light. Naturally, the life of the lamp is somewhat short under these conditions, but it is claimed that the system is cheaper than an arc light required to produce an identical candle power.

Na-Dru-Co. New Factory

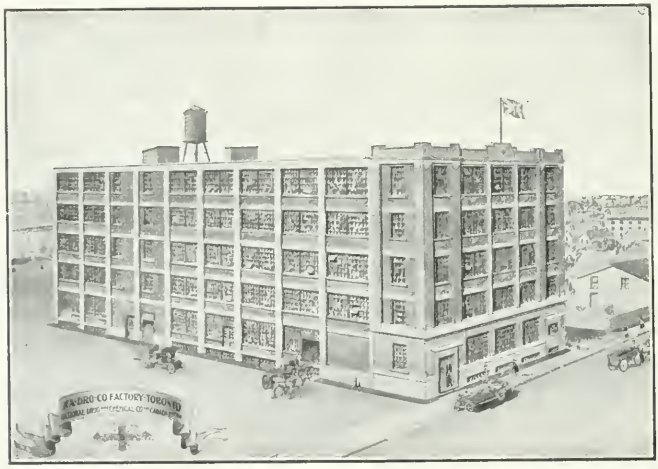
Five Story Modern Building with Modern Machinery, and a Perfect System for the Delivery of Na-Dru-Co. Preparations.

A fire-proof building five stories high, well ventilated, well lighted, and with the most modern equipment is the new factory on Phoebe Street, Toronto, belonging to the National Drug and Chemical Co. The flats are 148 feet deep by 60 feet wide. The goods are well arranged, and the whole factory presents a very cheerful appearance. To the casual visitor it would seem that the first thought in building these large premises was for their employees. The men and girls are supplied with a separate warehouse, and each person is supplied with a separate locker. These are conditions which would be welcomed in many of our large factories where young boys and girls are treated little better than cattle.

tory which is to take the place of their business house on Wellington street. This will mean that the offices, factory and warehouses will be all on the one site, and will undoubtedly be one of the best buildings in Canada.

FIRST FLOOR.

The first floor is taken up with offices, storeroom and shipping room, their being a private side lane, twenty feet wide, for shipping purposes. Probably the most interesting thing in this department is the "gravity carrier," by which all goods are carried from any floor to the shipping room. This is a great time-saver, and the goods slide down the



Operations in the new building are now in full swing, and the Na-Dru-Co. find it a great advantage over the old conditions. Formerly they occupied the top floor in the Foy building, the top floor at their Toronto office on Wellington street, and several rooms in the Sovereign Mills building for doing the work now being carried on in the new building on Phoebe Street.

WILL BUILD NEW OFFICES AND WAREHOUSE NEXT TO NEW BUILDING.

Arrangements have been made for the tearing down of old buildings on Phoebe and Beverley Sts., which property has already been acquired by the Na-Dru-Co. firm. They intend to erect a fine building on this site, immediately adjoining the new factory.

chute with ease, so that there is no fear whatever of breakages. On the same floor are to be seen hundreds of boxes of lime juice ready for shipping; also bottling and filtering machines. The two most notable brands are the Sovereign Lime Juice and Olympia Lime Juice. These are shipped in great quantities to the various branches.

The "Orange Cordial," which came out last year, is in evidence, and we understand there are indications of having a great sale of this cordial this year.

The bottle washing forms a very important part of this department, and it would prove very interesting to every druggist to see the way in which the bottles are thoroughly brushed and rinsed.

TALCUM POWDER ROOM.

This is a most interesting department where, by specially designed machinery for sifting and mixing, the powder is perfumed and then taken over to the table where another machine is used for fixing the tops on to the tins. This is all done with wonderful rapidity by a staff of girls who fill as many as 15 to 20 gross a day.

On the same floor there are a number of heaters used for various purposes : one for heating paraffin wax, glue, etc. These are heated by steam.

Next is a large melting pot used for reducing petrolatum prior to being put up in the small pots.

PACKING DEPARTMENT.

This is a very busy department. When one considers the thousands of packages and cartons in various sizes shipped from the factory in one week, one can readily see the reason for such activity.

GIRLS' DINING-ROOM.

A very clean, light, wholesome looking room, with tables and chairs and everything to make the employees take their meals in comfort. This is another example for some of our large factories, where the girls either are compelled to go out in the cold to get their midday meal or else sit down in some stuffy corner, where it may not be altogether sanitary, and surely not pleasant.

FOWLER BOTTLING MACHINE

This is a splendid machine, and works with great precision. The supply of syrup of strawberry and other liquids come from the top floor, and the machine is so perfectly set that it is impossible for the bottles to overfill.

LABELLING MACHINES.

These machines behave like a pair of human hands. They are worked by motor power, and the short arm which reaches the label from the top of the machine, is followed by a roller which applies the gum, and this is followed by a small pressure to hold the label in the centre, whilst two small rubbers press it around the bottle on either side. All the operator has to do is to place the bottle in the machine.

BOWSER PUMPS.

There are a number of these pumps which are used for filling bottles of liniment and cream in various sizes. This machine is a wonderful piece of mechanism.

THIRD FLOOR.

This is where the manufacturing is carried on. All liquids and tooth pastes are put up in this department. The tooth paste filler and receiver is a wonderful contrivance. It is estimated that 3½ gross can be done in about forty-five minutes.

The De Laval Separator is also a very interesting machine. This is used for separating when using roots, gums and other things.

A HUGE MIXER.

A huge mixing pot, estimated to turn out 120 gallons a day, is used for dissolving sugar by agitation.

Another large mixer on the same floor is used for the Na-Dru-Co. hair restorer, and another for the Cod Liver Oil Emulsion.

THE DAY INVINCIBLE MIXER.

This is a huge affair, and is used chiefly for mixing Cascara. It will hold 600 pounds of stuff. With this machine the work is very simple and pleasant, whereas a few years ago it proved to be hard and very unpleasant.

Another interesting process on this floor is the filler and sifter for sugar and milk. It is so finely sifted that nothing but the very finest powder could escape.

On the same floor is the Bond room, where the surplus stock of alcohol is kept, and is released in quantities as directed by the Excise officer.

THE "LIMITED" PULVERIZER.

This machine is used for cutting and grinding roots and other things. It makes 3,600 revolutions a minute. The box which receives the ground up goods is covered with a linen cloth, so that the whole thing is practically dust proof, and the operator is free from any dust or offensive smells, which a few years ago he was compelled to bear, with the aid of a covering over his mouth and part of his body. There is another bottle washing machine on this floor, where as many as sixty small bottles can be cleansed at one time.

NEW VACUUM STILL.

A new vacuum still is being installed on this floor and will soon be ready for use. This will be used for aromatic cascara, and it is estimated will save much time and will be much more pleasant to use than the present boilers.

FOURTH FLOOR.

The fourth floor is devoted almost entirely to cartons, boxes, paper and all wooden goods ; also a large quantity of labels ready for use. There is also another reserve supply of Na-Dru-Co. labels kept in the vaults in case of fire.

FIFTH FLOOR.

On this floor all the glassware, pots and jars for cold cream, etc., are kept in readiness for filling orders. Besides there is a large number of barrels of quinine, wine, beef, iron and wine, also barrels of chalk magnesia, sugar, milk, etc.

THE BASEMENT.

The basement is practically full of large barrels of lime juice which is imported from the West Indies. There is also a large quantity of imported cod liver oil in barrels.

PERFECT SPRINKLER SYSTEM.

The most modern sprinkler system is installed throughout the building, and besides there is on each floor an automatic hose pipe, which in itself is almost sufficient to cope with an ordinary size blaze.

KEWANCE SMOKELESS FIREBOX.

No smoke, no nuisance to your neighbors. This is evidently the motto of the Na-Dru-Co. firm, for they have installed a perfect system for getting rid of the smoke. It is a splendid idea, and should be adapted by large factories in our leading cities.

WHAT IT COSTS TO DO BUSINESS.

The following article, which is written by Mr. A. M. Burroughs, of the Burroughs Adding Machine Co., will interest druggists, who are anxious to get at the actual cost of running their store.

Rent—if the building is leased ; depreciation or upkeep if it is owned.

Salary—of all employees and the manager (but not the proprietor's drawings.)

Delivery expense.

Light—including light in barns, etc.

Heat—including coal, fireman, etc.

Ice—for drinking fountains, refrigerators, soda fountains, etc.

Advertising—in newspapers, circulars, etc.

Printing—stationery, blank books, bill heads, etc.

Gifts—presents, donations, etc.

Telephone and telegraph tolls.

Insurance—stock, fixtures, burglar, etc.

Taxes—on fixtures, stock, etc.

Interest—paid out.

Paper bags—wrapping paper, twine, etc.

Breakage and spoilage of goods.

Depreciation on stock, fixtures, furniture.

Repairs—on fixtures, etc.

Bad accounts.

Goods stolen from stock.

Depreciation from cost price by change of style and by the purchase of unsalable stock which makes it necessary to reduce prices.

Freight and cartage should not be charged as an expense. It is part of the original cost of the goods and should be charged to the goods and not to expense.

He recommends the following rules for figuring costs and profits :—

1. Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

2. Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.

3. Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others ; also treat in like manner the services of any member of your family employed in the business not on the regular pay roll.

4. Charge depreciation on all goods carried over on which you may have to make a less price because of change of style, damage or any other cause.

5. Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.

6. Charge amounts donated on subscriptions paid.

7. Charge all fixed expenses, such as taxes, insurance, water, lights, fuel, etc.

8. Charge all incidental expenses, such as cartage, postage, office supplies, livery or exdenses of horses, and wagons, telegrams and telephones, advertising, canvassing, etc.

9. Charge losses of every character, including goods stolen or sent out and not charged, allowance made customers, bad debts, etc.

10. Charge collection expense.

11. Charge any other expense not enumerated above.

12. When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year ; then divide this figure by the total of your sales, and it will show you the per cent which it has cost you to do business.

13. Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

14. Go over the selling prices of the various articles you handle and see where you stand as to profits, then get busy in putting your selling figures on a profitable basis and talk it over with your competitor as well.

HYGRADE PRESCRIPTION WARE.

On another page will be found an advertisement and illustration describing the new method of packing by the Beaver Flint Glass Co., of Toronto.

The system is perfect, the bottles being absolutely free from dust. All bottles are thoroughly washed and sterilized in distilled and filtered water, and shipped in perfect condition.

Write for full description circular to Beaver Flint Glass Co., Toronto.

Through Our Advertising —To Your Soda Fountain

Here they come---not thousands or hundreds of thousands strong, but *millions* of thirsty *demanders* of *genuine*

Coca-Cola

TRADE MARK REGISTERED

C. Every one has a nickel for an honest Soda-man's money drawer---not a one-day nickel, but a nickel a day ---or more. They're looking for Coca-Cola signs---and they can tell the signs of *genuine* Coca-Cola by taste.

C. Can you answer requests for the genuine---have you the genuinely good or the just-as-good?

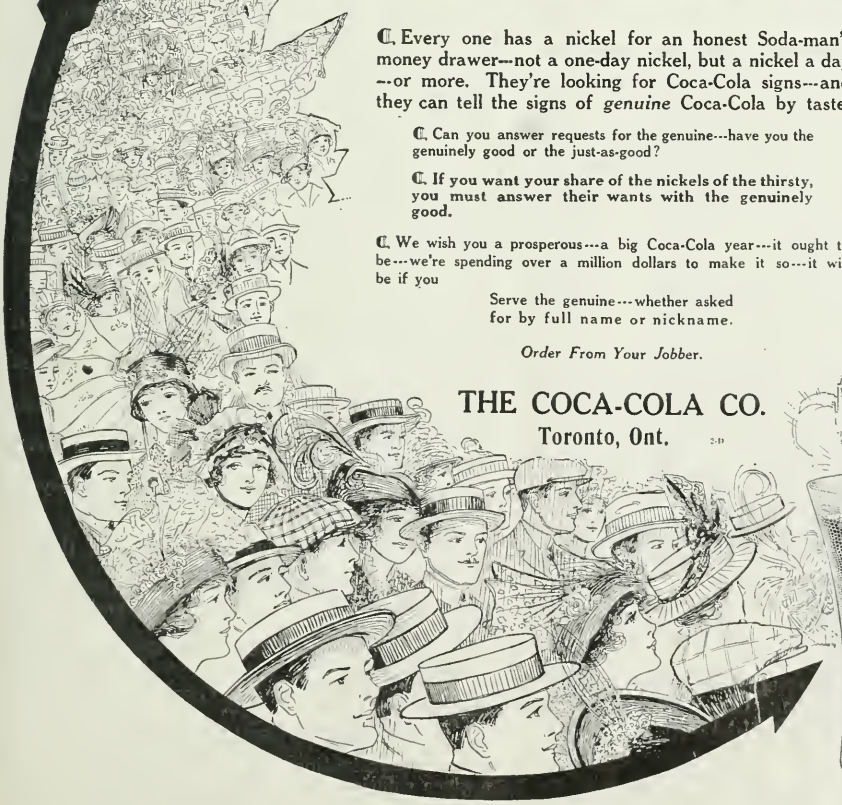
C. If you want your share of the nickels of the thirsty, you must answer their wants with the genuinely good.

C. We wish you a prosperous---a big Coca-Cola year---it ought to be---we're spending over a million dollars to make it so---it will be if you

Serve the genuine---whether asked for by full name or nickname.

Order From Your Jobber.

THE COCA-COLA CO.
Toronto, Ont.



THE PHARMACEUTICAL ASSOCIATION OF MANITOBA.

(Continued from page 280)

(b) Trace the presence of Iodine in at least two natural products, the medicinal properties of which are attributed to the drug.

(c) Give a list of the Salts of Iodine.

4. (a) Rhubarb.—Give official name, botanical history, habitat, varieties, and mention the one most valuable. Give preparations?

(b) What are the active constituents of this drug?

(c) What proportions are included in Gregory's Powder?

5. Give sources of :—Caffein, Codeina, Carmine, Eserine, Quinine, Ichthyol, Berberine, Tar, Elaterin, Heroin, Thymol, Pancreatin, Salicin, Lanolin, Cera Flava?

6. Enumerate the different sources of starch. What is it? Give its chief use in Pharmacy, also what part it occupies in plant nourishment?

7. Official Leaves, Roots and Seeds.—Name three of each, giving geographical source, N. order, therapeutical action, and active constituents.

PRESCRIPTION AND TOXOLOGY.

Time—2 hrs. M. Westaway, Examiner.

1. (a) If 6 grammes of Dover's Powder were divided into 14 powders, how many grains will each contain?

(b) What quantity of Opium will each powder contain?

2. (a) From what basis is percentage solution estimated?

(b) What amount of Pot. Permanganate will be required to make 16 ounces of a 12 per cent. solution?

(c) In solutions of 1 in 1000 what amount of $HgCl_2$ will be required to make an Imperial gallon?

(d) How much lime will be absorbed in making a quart of Lime Water?

3. (a) Incompatability. — Explain different forms encountered. Are all kinds to be avoided by the Pharmacist? If not, give instances where it is advisable.

(b) What common solutions or drugs coming in contact with Fluid Extracts are liable to decompose them, or throw out their active constituents?

4. (a) What are the regulations regarding the labelling of poisons? State penalty in case of prosecution in failing to observe those regulations, and on whom does the responsibility rest?

(b) Give Antidotes, in case of poisoning, for the following :—Formaldehyde, Paris Green, Morphine, Caustic Potash, Silver Nitrate, Tartar Emetic, Bichloride of Mercury, Verdigris, Chloral Hydrate, Eserine, Cocaine.

5. (a) Translate into English :—Viridis, Rubrum, Albus, Nigrum, Levis, Mitis, Ponderosa, Cibus, Cochleare, Dulcis Amara, Cyathus, Libra, Congius.

(b) Extend abbreviations into full Latin, then translate :—Q. V.; Sim.; Omn.h.; P. Aeq.; Collyr; Cap.; Chart.; H. S.; Haust.; P.R.N.

(c) Translate :—

Recipe—
Pulveris Sennae.
Pulveris Glycyrrhizae—ana uncias duas.
Pulveris Foeniculi.
Sulphuris Lac.—ana unciam.
Pulveris Sacchar. Albi.—Uncias Sex.
Misci et pulv. bene.
Signa Unum parvum cochleare sumendum nocte maneque.

6. Give B. P. titles of the following :

Hoffman's Anodyne, Gregory's Powder, Friar's Balsam, Spirits, Sal Volatile, Grey Powder, Blistering Liquid, Elixir of Vitriol, India Rubber, Sacred Bark, Hops, Witch Hazel.

7. Is this mixture incompatible? If so, give cause. What will be the mode of manipulation in dispensing it, and what new compound will be formed?

R.—Acid Salicylic ....dr.iv.
Pot. Iodide..... ....dr.iii.
Sod. Bicarb. ....dr.vi.
Tr. Card. Co..... ....dr.ii.
Aquae ad..... ....oz.vi.
M. Big. .—dr.i, t.i.d.

BOTANY.

Time—2 hours. Examiner—E. Nesbitt.

1. Describe the functions of the roots, stems, and foliage-leaves of plants.

State the kind and sources of their nourishment.

Mention the changes the nutritive elements undergo in their passage through them, and the agencies by which these changes are effected.

2. Distinguish briefly but clearly between definite and indefinite inflorescence.

Give examples.

3. State the characteristics of the orders Cruciferae and Solonacea.

Give examples of each of these families which are of Pharmaceutical importance.

4. Explain the terms, Genera, Species, Order.

5. Name some of the most common forms of leaves, giving a few rough outlines.

6. Function of the Flower; its origin; its essential and accessory parts; name of the circles and their component organs.

CHEMISTRY.

Time—2½ hours. Examiner—E. Nesbitt.

1. Tell all you know about Methane.

2. Show by an equation the preparation of Pot. Brom.

3. Define and illustrate by example, proximate analysis and ultimate analysis.

What use is made of the results of an ultimate analysis?

4. What are hydroxides, and how may they be formed?

Give equations.

What general difference is there between the hydroxides of the light and heavy metals?

5. Hydrarg. Perchlor., B. P.—Formula, synonyms, preparation, characters, test, chemical antidote.

6. Define Homologous Series. Illustrate by the paraffins.

7. Acidum Citricum, B. P. —Preparation, formula and test.

PRACTICAL EXAMINATION.

1. Determination of the quantity of glucose in a given solution.

2. Separation of three bases in a mixture of salt.

3. Identification of a Salt.

SUBORDINATE SUCCESS QUALITIES.

(Continued from page 272.)

the conditions that you have imagined. It aids you in looking ahead and deciding what will be needed to carry out your fixed purpose. Imagination is in a large measure responsible for many great successes. By keeping mental pictures constantly before them many great men were spurred to glory and fame. You use imagination when you are handed a prescription and you form a mental picture of how it will look when compounded. Imagination, rightly applied, will work wonders for you. It will give you an optimistic view of the future.

Open-mindedness, which is the willingness to accept suggestions, is a great aid to success. Do not resent suggestions from reliable parties. Do not be a know-it-all. Try to improve yourself by asking questions and accepting well-meant suggestions. Open-mindedness is one of the objects of college training. A college-bred man is a broad man. He is unprejudiced and willing to accept new ideas. Many druggists are so narrow-minded that they condemn many new ideas and methods without investigation. They consider new-fangled ideas are too progressive and too far ahead of the times. They assert that the old methods are the best. I hope that you, as a drug clerk of to-day, will see the value of open-mindedness and be willing to accept suggestions that are progressive and beneficial to the drug business.

Let me sum up for you now the success qualities necessary in the drug business to-day. The five principal success qualities are Health, Character, Honesty, Ability and Initiative. The five subordinate success qualities are Judgment, Energy, Enthusiasm, Persistence and Concentration. The five auxiliary success qualities are Self-confidence, Thrift, Sincerity, Imagination and Open-mindedness. Fifteen qualities, and all of them important. Too many! did you say? Not at all! My best drug clerk, John Sullivan, possesses all of them in some degree, and most of them in a marked degree. At this writing I recall two others that possess them. I know many who possess them but have not fully developed them. How many do you possess? Study each quality separately and examine yourself regarding it. Do not try to grasp it by merely skimming it over. Think it out. Find which qualities you lack then determine to possess them. All the qualities mentioned here have a bearing on your future.

To him the world is never fair,
He longs for wealth, you see;
I think that his wishbone is where
His backbone ought to be.

INTERNATIONAL CONFERENCE ON CITY PLANNING.

During the last five years National Conferences on City Planning have been held annually in various cities of the United States, and have aroused such widespread interest that many American communities are now anxious to have the Conference held in their city and are willing to contribute the funds for that purpose. The city of Toronto is, therefore, to be congratulated on being the first place on this side of the International boundary to entertain the Conference, which this year will become International in scope and character. The financial difficulties have been overcome by a generous grant from the Dominion Government, which has appointed the Commission of Conservation to act as hosts. The Ontario Government and the city of Toronto are also contributing. The question of city planning is thus recognized to be of national, provincial and municipal concern, and Field-Marshal H. R. H. the Duke of Connaught, the Governor General, has graciously consented to open the Conference and to give an address.

The substantial assistance given by the Dominion government is evidence that the town-dweller, equally with the agriculturist, is receiving attention, and that not only the Federal Capital but all our Canadian cities are receiving from the Federal authorities such advice and assistance as the Congress will afford them. Invitations have been sent to all the cities and towns in the Dominion, requesting them to send delegations to the Conference, and it is hoped that many will take advantage of the opportunity. Money could be spent to no greater advantage than in giving some of our city councillors the opportunity to come into touch with experts in civic problems from all over the continent. The aldermen will carry home ideas that, put into practice, will save their towns-people millions of dollars, besides acquiring a new sense of the responsibilities of their office and higher ideals of civic administration.

The scope of the Conference may be gauged by a glance at some of the topics which will form the main themes of discussion. Among these may be cited: The Relative Importance of City Planning as Compared with all other Functions of City Government, by Andrew Wright Crawford, editor of the city-planning section of the "Public Ledger." Provision for Future Rapid Transit, by J.V. Davies, consulting engineer for the Brooklin Rapid Transit Company; Rapid Transit and the Auto Bus, by John A. McCollum, assistant engineer, Board of Estimate and Apportionment, New York City; Protecting Residential Districts, by Lawrence Veiller, secretary and director of the National Housing Association, New York City; Toronto's Water Front Development, by R.S. Gourlay, of the Toronto Harbor Board; A Consideration of the Prin-

ciples and Procedure of a Canadian Town-Planning Act, a draft of which is now being prepared by a special committee appointed by the Commission of Conservation; and Recreation Facilities in the City Plan, by Henry V. Hubbard, professor of landscape architecture in Harvard University.

Additional interesting features will be a tour of the city and harbor of Toronto, luncheon topics, and an open session for the discussion of subjects to be submitted by members of the Conference.

RAMBLES ON THE ALPS.

By Chas. A. Tharle, Pharmacist.

Nearly twenty years ago it was my misfortune, or otherwise, to make my first visit to Switzerland, when I contracted a very strong attack of "Swiss fever," and each year as July approaches it returns with increasing vigor, so there is nothing to be done but to go again; consequently it is looked upon by me as an annual health insurance policy. I always take my camera, so as to be able to make lantern slides on my return, and year by year, as we get older, find it gets heavier as we tramp over the rocky paths and glaciers. This summer I was taking a photograph of the inside of an ice grotto, with my camera on the stand, for a time exposure. A gentleman came in and loudly exclaimed on seeing me, "You photographers are a perfect nuisance." I could have told him that we were not quite as selfish as he, and that we were trying to take some of our pleasure home for others to enjoy, but it was so intensely cold in the ice grotto, which was cut out for a distance of 230 feet under the glacier, that the less said the sooner we should be outside in the bright sunshine.

Swiss photographs are all very well in their way; to me they recall very happy memories of healthy holidays, but I am bound to say that the best of them give a very inadequate idea of the enormous extent and grandeur of the mountains, glaciers, snowfields and valleys. When one confronts the glacier, here strewn with rocks of all sizes, which have been brought down by the avalanches in the winters and springs of years gone by, there the cyrax thrown up in the wildest and most lovely contortions, with brilliant sunshine on the ice, flashing out all colors innumerable, the whole glacier extending for miles, in the case of the great Aletch Glacier being some sixteen miles long and in places six miles across; or the mountains towering up some ten, twelve or fourteen thousand feet, with the ever changing tints caused by the sun and cloud, or the exquisite effects produced by the setting sun, which gives the marvellous play of colors of the after-glow—these beautiful and varied colorings in contrast to the eternal white of the snow-capped peaks; all this produces such splendid tints and effects which defy all attempts of mine to describe, and photography cannot convey anything like a true and just idea of the beauties of the scene. They must be seen to be realized.

There are many routes to Switzerland. I have crossed the Channel in a little open-decked sailing boat, or gone by luxuriant turbine steamer from Dover or Folkestone, but much prefer the route from Newhaven to Dieppe. There are splendid turbine steamers on this route, and one has the advantage of a little longer blow on the sea; and if we are going to any of the Swiss resorts in the neighborhood of the Rhone Valley we find at Dieppe a through carriage to Switzerland, in which seats can be booked for the whole of the journey, thus avoiding the discomfort and inconvenience of having to change trains and drive across Paris. There is further advantage of this being the cheaper route. In these notes I am giving some of our rambles on the Alps, at various Swiss resorts, having had the pleasure and privilege to visit Zermatt, Saas-Fee, Arolla, Bel-Alp, St. Luc, the Engadine, and others, generally choosing a different locality each year, but my favorite haunt is the Zermatt neighborhood. Having arrived at Visp, in the Rhone Valley, we take the little mountain railway from Visp to Zermatt, built in the steepest parts on the rack-and-pinion system. This is a very grand journey, during which we pass the rushing Visp, as shown in the photograph, backed by very grand mountain scenery. From Visp, which is 2,160 feet above sea level, it rises 3,155 feet to Zermatt, which is 5,315 feet above sea level. Zermatt is a large and picturesque village, with hotels and pensions to suit all pockets. "In no other part is

the traveler so completely admitted into the heart of the Alpine world, the very sanctuary of the spirit of the Alps." There are a great number of ascents for experts and excursions for the novice, enough to last one for weeks in this locality. For those who are not good walkers, there is the Gorner Grat Railway, on the rack-and-pinion system, first up to Riffelalp (7,307 ft.).

Here is a first-class hotel (the Riffelalp Hotel) also a little English church where services are held

THE FACT

THAT

GIBSON'S CREAM TOFFEE TABLETS

GAINED the GOLD MEDAL and GRAND PRIX at Exhibition of the Institut International d'Alimentation and d'Hygiene, held recently in Paris, is just one more link in the long chain of evidence which goes to prove that this delicious sweetmeat is building up for itself an unique reputation in the history of confectionery. Gibson's Cream Toffee—every tablet stamped "Gibson"—is now known to the consumer in the principal countries of the world as the finest product of the confectionery art, and, as such, is rapidly becoming a household word. The number of testimonials Gibsons have received from their Chemist friends is ample proof of this assertion.

Packed in cases that contain 12 5-lb. bottles, which bottles, when set out, make an attractive display.

Medicated and High-class

LOZENGES, PASTILLES,

and ALL B. P. C. Compressed Tablets.

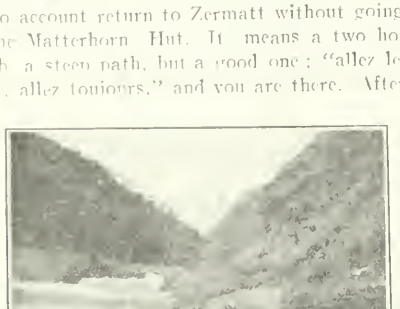
ROBERT GIBSON & SONS

LIMITED

MANCHESTER and LONDON

during the summer months. The late Dean Lefroy, of Norwich, conducted the services in this church for many summers—in fact, the church was built mainly through his exertions. The Dean, who was a powerful preacher, died at the Riffelalp Hotel in 1911, and was buried at Zermatt. From the Riffelalp we made a lovely excursion to the Findelin Glacier, gathering the national flower, the edelweiss, on the mountain, high above the glacier. Again taking the train from the Riffelalp, we ascended to the Riffelberg (8,840 ft.). From Rionclalp, we had a splendid view of the grand old Matterhorn, but a still finer view is obtained from the Riffelberg, as the base of the mountain is seen to great advantage. There is a very good hotel to be found at the Riffelberg, and some fine walks to be had around. Proceeding in the train, we ascend to the Gorner Grat (10,290 ft.). From here we get one of the grandest views of Switzerland, absolutely surrounded by magnificent snow mountains and looking down on more than fifty glaciers. The proportions of the scene are so gigantic that the eye attempts in vain to estimate it. A very favorite excursion from Zermatt is up to the Schwarzsee Hotel, about three hours' walk, a good path all the way, very steep in places. Magnificent views are obtained in ascending, notably of the Gorner Glacier, the Breithorn, Lyskamm, and Monte Rosa. The Schwarzsee Hotel is 8,494 feet above sea level, a small hotel, but very comfortable. I have spent several holidays here, and hope to have more. The panorama from this point is very grand, with the Matterhorn close by, the Gorne and Furgg Glaciers around us, with a magnificent setting of snow capped peaks.

Now that we are up at the Schwarzsee we must on no account return to Zermatt without going up to the Matterhorn Hut. It means a two hours' climb, a steep path, but a good one; "allez lentement, allez toujours," and you are there. After an



hour's climb we reach the Hornli (9,190 ft.). Here we see the stupendous Matterhorn to great advantage, and literally shake hands with its huge glacier and look down on the upper and lower Theodule Glaciers and the Zmutt Glacier, with the Dent Blanche and the Gabelhorn quite close to us on the other side of the Zmutt Valley. The Gorner Glacier is a long way below us with the Monte Rosa, Lyskamm, Castor, Pollux, and Breithorn in the distance; lower down still we see the lovely Zermatt Valley, a feast for the eyes for a long time on a sunny morning. Our path from the Hornli to the Matterhorn, is cut out in very steep zig-zags, and takes an ordinary walker about an hour. The view from the Hut (10,820 ft.) is a sight to be remembered. It embraces all the grandeur seen from the Hornli, besides a great deal more. From the Watterhorn Hut the serious climbing of the mountain begins. I have had many scrambles on the Matterhorn, but with no real intention of getting to the top, as I did not begin mountaineering early enough for such a climb. A very fine excursion is made from the Schwarzsee or the Riffelalp to the Gorner Glacier. I have made it from both points. The photograph of an ice table is interesting. The figure on the top of the table, a huge rock, was our guide; my friend below the stone was not able to climb to the top. This huge rock was at some very distant date brought down from the mountains much higher up the glacier. It protects the ice pedestal, on which it rests, from the action of the sun; in that way the ice outside gradually melts under the influence of the sun, and so the table is formed. A glacier is really a river of ice, and moves down the valley at a slow rate daily; the middle of the glacier moves more rapidly, like a river. Interesting experiments proving this were carried out years ago. The mountain flowers were quite a revelation to me, both as to the number of their varieties and the abundance of their growth. The national flower, the edelweiss, is very pretty, growing amongst the rocks, and is only found fairly high upon the mountains and generally above a glacier, frequently with a south aspect. Of course, it is found in very dangerous places, but can be gathered in quite accessible spots. I have found it in such places a great many times. At Murren the white lily is to be seen to perfection in early July, fields of it growing in prolific abundance and exhaling exquisite perfume. The mountain rose, a species of azalea, is found very generally; I think the best of its kind I have seen was in Grindelwald district, especially going up to the little Scheidegg; here the mountain was a mass of red with the bloom. On the mountains one comes across many varieties of flowers, growing here in patches of gentian, farther on pansies and forget-me-nots, and even on the rock moraines of the glacier one finds innumerable species of flora. One also finds many beautiful ferns in different parts of Switzerland, even including the maidenhair, the fern valley at Murren being a striking example of the fern growth of the country. Wild strawberries and raspberries grow in great profusion in many

parts, and frequently form an attractive item in the daily menu at the mountain hotels. The flowers are at their best in June, a disadvantage to this time of the year being that the snow is not sufficiently cleared away to allow of the mountain hotels to be opened. Many of them do not open till July. Switzerland has been called the playground of Europe, but one may say "of the world." Emerson said: "The ornaments of a house are the friends that frequent it." Surely, then, the Swiss nation must be a completely furnished establishment, for its glories attract representatives of all nations. She receives with open arms all who would be acquainted with her beauties and rewards them with an experience which must linger long in the memory, and which must be one of intense enjoyment, forming in after times the subject of bright talks with our friends, entertainments by means of lantern slide and lecture to those who care for it and unceasing food for thought even to those who are not of a meditative nature.

HELPING THE PRESCRIPTION TRADE.

A promotion campaign among physicians that is notable because of the number of high-class scientific products involved is being conducted by Parke, Davis & Co. A list of the preparations includes:

1. Phylacogens.
2. Antidiphtheric Serum (Globulin).
3. Bacterial Vaccines.
4. Taka-Diastase.
5. Ether for Anesthesia.

As will be seen at a glance, these are all live products. In selecting and promoting them at this time, Parke, Davis & Co. are evidently pursuing their well-known business policy, "Push the goods that push themselves." It is understood that the merits of the several lines are being set forth in appropriate advertisements in the medical journals, by word of mouth by the company's alert body of detail representatives, and in other effective ways which Parke, Davis & Co. employ to get the ear of the medical profession. The results of all this activity will be felt in the prescription departments of the drug stores, an event for which pharmacists will do well to make early provision.

"My husband is the laziest man on earth," declared Mrs. Harlem.

"Dear, me! I wonder if he is lazier than mine," replied Mrs. Bronx.

"Indeed he is. Why, he even ordered soft coal for the furnace because he thought it would be easier to shovel than hard coal."

Had one of our suffragettes been in Mother Eve's place, what a fool she would have made of that snake.

SPECIALIZING IN PHARMACY.

By Daniel M. Grosh.

When a profession develops into an industry of the proportions of pharmacy at the present day, the wholesale principle of expansion applies to this industry as it does to other big businesses, and when a business grows to such a colossal size as manufacturing pharmacy as conducted to-day, it must necessarily tend towards that specializing of the various branches composing the completed whole. As the expansion goes on, so, too, the scientific and technical side expands in proportion. The mining, agricultural, manufacturing and other industries create specialists in their various lines, and pharmacy has kept pace with them in the march of industrial progress. The prescription specialist after holding his solitary and lonely station behind the counter for many years, now finds a half-dozen or so co-specialists whose fields of action are beyond his province and as far removed from him as a private soldier from a general.

The domain of pharmacy has broadened out from a business limited to the confines of a store to a science closely allied to and with physics, chemistry, botany and engineering; as the results of the expansion we have Pharmaco-geography studying plants by their distribution, and Pharmaco-ethnology dealing with the relation of drugs to races. The scientists of pharmacy, instead of commercializing their talents or engaging in the routine professional activities of a drug store, are to be found in the laboratories of the manufacturer, in the remote parts of the world, searching and exploring for new products, or in the government bureaus or experimental stations.

Every large medicine factory has its analytical and research laboratory where Pharmaco-chemistry is taken care of, and some of which contain an equipment and staff of experts that would do credit to an educational institution. In this laboratory those methods of economy in preparation and production so important to the modern producer are perfected. Here the drugs are analyzed, standardized, and a full determination of their value made. Here also the innumerable synthetic remedies and products are discovered, perfected and sent out into the field of medicine, and the enormous and varied quantity of remedial agents of coal tar origin may well support the assertion that when a chemist has a little spare time he extracts some new product from the coal tar barrel. In this laboratory the chemical agencies of drugs are investigated from the time they enter into the human system, being tested physiologically, therapeutically, chemically and clinically. In this branch of Pharmaco-Chemistry there have been many advances, especially in those preparations in every day use and those used in the various industries, both natural and synthetic, and the knowledge so

gained has had a decided influence in reducing the cost of many products.

Many industries have benefited by the investigations of the specialist in this branch and the effects have been far-reaching. The soapmakers of to-day no longer depend upon the animal fats and greases for their fine grades of soap, the vegetable oils are now used, and the supply must be maintained. Palm, peanut, cocoanut and corn oils are unable to supply the demand, and the specialists must discover other oils, particularly since these oils have taken an important place in food products. The specialist in this line has his work cut out for him in establishing new sources of supply.

THE DEVELOPMENT OF PHARMACO-BOTANY.

Pharmaco-botany has developed both scientifically and commercially from a few samples gathered by our ancestors in the fields and forests, and used with that superstition and faith which accompanied drugs and herbs. Where sassafras and dandelion were gathered in season by our grandmothers for making the "blood purifiers and tonics" of which every member of the family received their quota, now thousands of people make a business of their culture and harvesting and bring them to the buyers in wagons and carloads. The natives of Honduras and Mexico send shiploads of drugs to various markets of the world. China and India send their crops, and our own farmers are now cultivating those drug plants which were formerly unknown or considered of no value. Our Government has sent out bulletins of information concerning the cultivation of medical plants, that they may become better known. The pastures of the world are being raked for aconite, cannabis, ipecac, digitalis, etc., and still the cry is for more, and the demand has so exceeded the supply that the prices have soared sky-high.

The Pharmaco-geographer is combining all quarters of the earth for new drugs or new and larger fields of the older ones. He is a companion to the orchard hunter, the wild-animal collector, and the mineral prospector. He travels the remote regions of the earth, hears of some Ju-Ju used by a witch doctor of the Upper Congo, and immediately he is on his way to investigate. He hears a rumor from some trader just in from the unknown regions of South America and is on the job at once. In Madagascar he finds the natives using an oil extracted from a plant that grows extensively in Hawaii. He investigates the rumors of a new narcotic used by the natives in the interior of Persia. In the centre of Africa he looks up a lake of solid soda and reports his investigations, and on the Pacific Coast he finds deposits of a sea weed rich in potash and iodine. To him we owe many of our valuable drugs—cascara, manaca, pichi, yerba santa and a number of others.

These specialists have increased the yield of quinine in cinchona bark to 16 per cent. by its propagation and cultivation in Java, and the percentage of sugar in the sugar beet as now cultivated to 15 and 18 per cent. Through their experiments the soya bean is found to be a marvel of vegetable life, growing from seed to harvest in six weeks, yielding a valuable oil and being also an excellent food much used in Japan, furnishing the protein that is lacking in rice. It is able to gather sustenance from poor and rocky soil, and has the power to assimilate nitrogen from the air and enrich the soil wherein it grows. Its power of resisting drought is superior to corn, and the peanut is the only raw vegetable that contains as high a percentage of digestible protein and fat. It is valuable as a food in diabetes by containing no starch, and makes an excellent substitute for coffee, while the vine itself may be used as fodder, or an excellent grade of paper may be made from it.

A rich field is open to the specialist for investigative research work on the loco-weed in the Western States. This is one of the plants which, by its destructiveness to grazing stock, has caused a loss of over a million dollars. Large bounties have been offered by various States for an effective method of eradicating it or overcoming its baleful effects. The poisonous constituent has long been sought for by the Pharmaco-chemist, but without success, and no trace of the active principle or poison has been found. It is there beyond a doubt, and the solving of the problem will add a new star to the crown of this scientist and make his fortune secure.. It has been claimed that barium is the poisonous constituent, but this has not been established as a fact or verified. In the field of cellulose there are many opportunities waiting for the specialists to investigate, any one of which will bring fame and fortune.

The Pharmaco-botanist has found a method for cultivating and increasing the resinous properties of plants by the application of this in the turpentine districts, and the resin output has been greatly increased. This consists in tapping the trees in a scientific manner, and in one section alone added $100,000 to the value of the yearly production. The opium poppy has been cultivated in the temperate zones quite as successfully as in the Orient, and the diversive climate and soil of California has been found to be ideal for growing many drug plants formerly imported exclusively. These experts have certainly put the 'pharms' in pharmacy."

THE VALUE OF THE SPECIALIST.

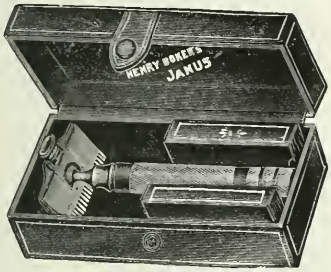
The great disadvantage this country has to contend with is the competition of the cheap labor of the other countries who are satisfied with a few cents a day. The way the specialists expect to meet this competition is in the development of machinery to take their place, and here is where the

TANGLEFOOT

The Sanitary Fly Destroyer---Non-Poisonous

Gets 50,000,000,000 flies a year--vastly more than all other means combined. Poisons are dangerous

The Newest and Best Safety Razor



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Triple Silver-Plated Holders and Twelve Double-Edged Blades. These Blades can be stropped, which makes them last indefinitely. The "Janus" is the most wonderful little instrument ever devised for taking the beard off the face. A single movement releases or inserts the Blade. The holder is in one piece. There are no parts to adjust—nothing to learn. It is simplest in construction, easiest to clean. Once the blade is inserted in the holder, it is absolutely rigid. There is no vibration. No shaving instrument ever devised approaches it in any particular. The steel used in "Janus" Blades is made by Boker's process, which is known the world over as the very best. We guarantee this Safety Razor to shave to perfection.

McGILL CUTLERY CO. Reg'd, New P.O. Box 580, Montreal

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'TABLOID' (Trade Mark)
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Full stocks are held at the Firm's Houses and the following Depots:—

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MEGGESON'S
ENGLISH CONFECTIONERY

MANUFACTURERS OF

MEGGESON'S ANTISEPTIC THROAT PASTILLES

Prescribed by eminent physicians all over the world.

REPRESENTATIVES FOR CANADA

HAROLD F. RITCHIE & CO., Ltd.

10, 12 and 14 McCaul Street, Toronto.

Pharmaco engineer and machinist contributes his efforts. The activities of this specialist have been practically confined to devising and inventing machines to replace manual labor in the pharmaceutical manufacturing and to place this industry on a firm foundation. Numerous machines and mechanical aids have been introduced and used exclusively in this industry. The automatic pill machine, producing several million perfectly finished pills each day, is one of his products, and to his genius we owe the lowered costs of production of many products. This specialist has replaced the old laborious methods by modern scientific machinery, and the benefit is felt even down to the purchase of five cents worth of pills.

The advent of this specialist was made necessary by the rapid application of mechanical aids in the modern laboratory. The ordinary machine builder was unable to respond to the demands made for mechanical equipment by reason of not being familiar with the peculiar requirements of manufacturing pharmacy, and thus the combination of expert machinist and practical pharmacist blended to produce this specialist, and to his study of the needs and subsequent fulfilment of them the industry owes its success. The machinery used in pharmaceutical manufacturing are marvels of ingenuity and invention, and compare favorably with other industries that were firmly established long before this profession saw the light of day.

We already have the mechanical cotton and tea pickers, and it is not necessary to stretch the imagination to foresee the operation of extracting the medicinal principles of various plants directly in the harvesting fields as is done in the large wheat fields. When it is considered that over one million pounds of cocoa leaves are sent from Java to Germany to be transformed into cocaine, it can be seen that the production has become so large an enterprise that economy in growing and harvesting must keep pace with that of manufacturing. There are also to be considered the deterioration and loss in handling and shipping and the possibility of fermentation or other destructive agencies due to long periods in the confined space of vessels' holds.

There is no telling or forecasting to what limits the investigation and experiments may go. The specialist himself draws his own boundary lines, and back of him are the resources of the modern manufacturer, with all the wealth and commercial requirements, to contribute their co-operation. Before him is the continual call for new remedies, new products, new methods and new ideas. If he who makes two blades of grass grow where formerly one grew is a benefactor of humanity, what may be said of these specialists who enrich the world with truly reliable remedies for fighting the disease to which mankind is subject, and to save those lives that a few years ago were doomed to certain death by lack of that knowledge that has been evolved by the specialists in this industry.—National Druggist.

SELLING CUT FLOWERS.

By Al. Falkenhaimer, of Algoma, Ia.

We have a rather novel line in our store, namely, cut flowers. Our town of 3,500 has no greenhouse, and the cut-flower business has been worked up into quite a revenue producer. At first we started in by taking orders for any flowers wanted, and made arrangements with a Mason city florist to take care of these orders, allowing us a commission of 20 per cent. Just to show you what can be done along this line: About three weeks before Easter we started to see how many orders we could take for flowers to be delivered on Easter. We talked flowers to every customer who came in, asking whether they didn't want a few for that occasion, and the result was that we delivered nearly two hundred dozen. After that our store was accepted as headquarters for cut flowers, and business in this line has been increasing steadily. We get the bulk of the flower business for all special occasions like weddings, graduation exercises, memorial day and funerals. Lodges and the various societies place practically all of their special orders with us.

During the past year the flower business has grown to such an extent that the florist in Mason city placed a modern refrigerator for flowers in the store at his own expense, and keeps it well stocked, allowing the regular 20 per cent. commission on all sales, and standing all loss by spoiling himself. In addition to this, when he finds that he is overstocked on carnations or roses he will ship in all the way from 50 to 100 dozen to be sold at from 25 to 50 cents a dozen, allowing the regular commission on all sales and standing any loss himself.

Besides the cut flowers we handle potted plants, selling at from 25 cents to $1 each on the same basis.

During the year the commission of 20 per cent. makes quite an item, but in addition to this we get the benefit of the advertising, besides having a line which helps to decorate the store.—Pacific Drug Review.

She—Did you have any trouble with your French when you were in Paris?

He—I didn't, but the Parisians did.

Musical Enthusiast (at charity concert)—Ah! We shall hear more of this young man, I'm sure.

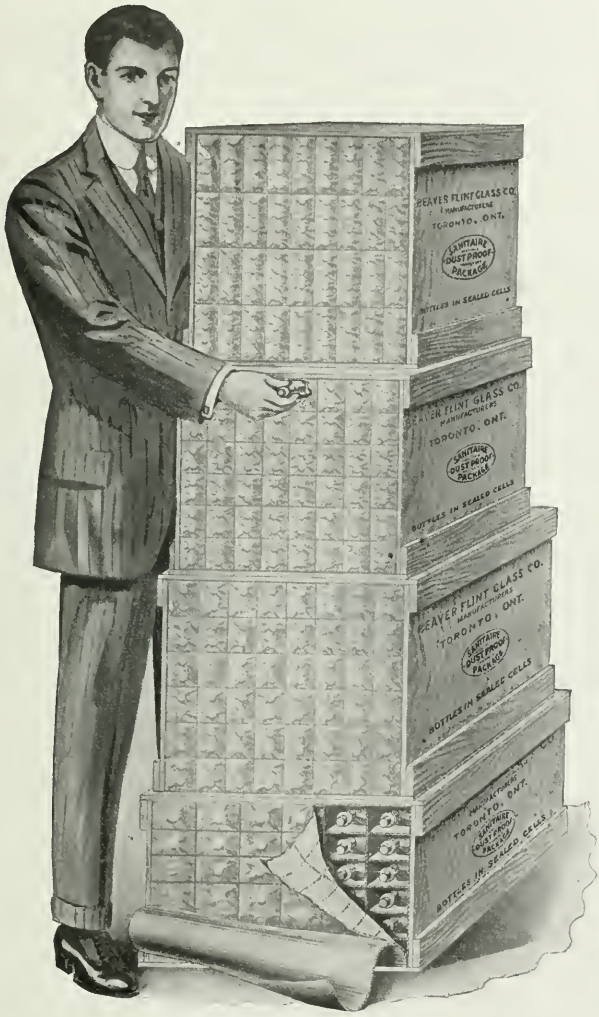
Sufferer—Not to-night, I hope.

Hygrade Prescription Ware

Packed "Exactly" as Shown in

Sanitaire Dust Proof Cases.

'TIS EASILY SEEN



Stacked for Convenient Use

IT KEEPS THEM CLEAN

R BOTTLES

Absolutely Accurate

WASHED AND STERILIZED

in Distilled and Filtered Water.

CORKED

With First Quality XX Extra Long Taper Corks—Lightly, yet Perfectly Fitted.

REACH YOU IN PERFECT CONDITION

CLEAN as a WHISTLE

NO WASHING TO DO
NO CORKS TO BUY
—OR HUNT FOR.

"GUARANTEED" Superior to any other bottle on the Canadian market.

MADE OF THE MOST PERFECT MATERIAL IN THE MOST MODERN FACTORY, By EXPERT GLASS BLOWERS only.

YOU cannot afford to be without them. Buy the service to-day for the sake of satisfaction and elimination of your bottle troubles.

Write for
Full Descriptive Circular

Throw away the box lids and corrugated protection sheets, leaving exposed the **DUST PROOF SHEETS** which are securely glued over each cell, and through which the bottles are removed as needed.

Sold exclusively by

The BEAVER FLINT GLASS CO. Limited., Toronto, Can.

Order Now ***Season Just at Hand***

LYMAN'S
Water Glass Egg Preserver
BEST QUALITY

Put up in 1 lb. Tins
Price 1 dozen lots, $1.10 dozen
Price 2 dozen lots, 1.00 dozen

Put up in 5 lb. Tins
Price $3. 75 dozen

THE LYMAN BROS. & CO., Limited

WHOLESALE DRUGGISTS TORONTO, ONTARIO

The Best Value
For Druggists Is

J. S. Hamilton & Co's. Brandy

DISTILLED AT COGNAC, PELEE ISLAND
UNDER EXCISE SUPERVISION
For sale in Cases 12 qts., 24 pts., 24 and 48 flasks

J.S. HAMILTON & Co., Brantford
WHOLESALE DISTRIBUTORS FOR CANADA

The Consolidated Fruit Jar Co.
New Brunswick, N. J.

—MANUFACTURERS OF—

Sprinkler Tops,
Talcum and Tooth Powder Tops,
Aluminum Collapsible Drinking Cups,
Plain & Decorated Collapsible Tubes,
All kinds of cast metal goods.

Sole Manufrs. of Drummond Pat. Closed Tube

——— WRITE FOR PRICES ———

KEATING'S KILLS BUGS

Keating's Insect Powder is the correct solution of the "bug problem." It is sure death to every bug or insect coming into contact with it. Keating's has this distinction. It is fatal to every form of insect life but is harmless to human or animal life. It may be scattered freely around the pantry where there are cockroaches—it may be sprinkled over the bed clothes where bugs or fleas are a pest—it may be shaken around a room to dispel flies or allowed to smoulder over the flame of a lamp or candle to drive away mosquitos—but wherever or however it is used it will relieve the situation as far as the bugs or insects are concerned, without being a danger or an inconvenience. Used to prevent the ravages of moths, it will not injure or discolor the finest fabric or most costly fur.

The best known and most widely advertised Insect Powder on the market

Trade Notes

C. O. Bunting, Pipestone, Man., has been succeeded by O. S. Ross.

F. A. Dunk, Fort Qu'Appelle, druggist, has been succeeded by Miss E. N. Hall.

The Bruce & Hamlyn Co., Winnipeg, druggists, have been succeeded by A. J. Wallen.

The People's Drug Co., Lethbridge, Alta., has dissolved partnership.

T. C. H. Walton, Mather, Man., has discontinued his business.

Mr. C. A. McKeen, Woodstock, New Brunswick, is dead.

Messrs. Lachapelle & Paquet, Montreal, have dissolved partnership.

The Wasself Pharmacy, 4239 Broadway, are about to open a branch drug store at Broadway & 112th street, New York City.

Messrs. Jones & Hayes, Montreal, have dissolved partnership.

A. S. Hutchins, Liverpool, N. S., suffered loss by fire recently.

J. Boyle, New Westminster, has opened a branch, corner 4th avenue and Alma streets.

S. J. Leville has opened a new business in Montmarte, Sask.

W. Gainer, recently of Fairbanks, has started a new business at Chasana, B.C.

G. H. Smith, of Dunrae, Man., lost his stock by fire on March 20th.

C. A. Ryan, recently of Weymouth, has succeeded R. B. Dakin, Truro, N. S.

The Elliott drug store, Saskatoon, Sask., was totally destroyed by fire on April 6th.

Mr. H. M. Balfour, gold medalist of the O. C. P. Class of last year, has succeeded W. B. Inch, of Mount Denis, Ont.

J. E. Abbott has succeeded J. Harkness, Toronto.

Mr. J. C. Dysart, who represents Sharp & Dohme in Southwest Missouri, visited the St. Louis office recently, and reported that the prospects are bright for a good year in his section of the state.

S. C. Kennedy has opened a branch at Meyronne, Sask.

R. L. Davidson has disposed of his business at Swan Lake, Man.

J. C. Bolton, has started a new business in Stirling, Ont.

A. A. Galloway, Kamploops, B. C., is opening a branch near the depot in that town.

A. J. Greenwood is opening a branch in St. Catherines with S. Ridley as manager.

The stock and fixtures of W.T. Barnes, of Sault Ste Marie, Ont., were destroyed by fire on April 5.

W. L. Thurtell, of Chaplin, Sask., was burnt out on March 17th, loss covered by insurance.

C. A. Ryan has succeeded R. B. Dakin, at Windsor, N.S.

Dr. W. N. Maines has opened a business in Prussia, Sask.

T. B. Tweedale, of Essex, is succeeding Col. T. B. Welch, Windsor, Ont.

Mr. W. W. Jackson, better known to some of his friends as "Water Wagon" Jackson, of Jonesboro, Ark., was married on Sunday, April 5th. Mr. Jackson is a "live wire" in the drug line, and the benedicts will welcome him to their ranks.

Joseph Skinner, Ottawa, one of the pioneer druggists of that city, died on March 15th.

C. A. See, of Porcupine, Ont., has succeeded Dr. H. H. Moore, at Timmins, Ont.

McEwan & McIvar have opened a branch store at 718 Third Street, Calgary, Alta.

Stephens & Clayton have succeeded to the Red Star Pharmacy, Vancouver, B.C.

Chas. Mooney, of Edmonton, Alta., has opened a branch at 24th and Albany streets.

The business of the late G.P. Allen, St. John, N. B., will be continued by the estate, Richard P. Colgan in charge.

The stock of Gillespie, Ltd., in the Dyke block, Fort William, was injured by water and smoke on March 12th.

McKees, Ltd., of Guelph, is reported to have succeeded the Hennessy drug store in the King St. branch, Hamilton, Ont.

R. W. Riley, recently managing the B.C. drug store, Victoria, B.C., is starting a new business on Douglas Street, of that city.

Geo. Dunham, of Stanley, N.B., suffered a loss by fire in March.

Mr. E. T. Curtis, manager of Sharp & Dohme's St. Louis Branch House, has just returned to his desk after an extended trip through Kansas and Southern Missouri. He reports business conditions as good, and indicates that Kansas expects a bumper wheat crop this year.

Clayton & Stephens have succeeded A.G. Kalbfleisch, in the Red Star Drug Store at Vancouver, B.C.

E. Morin has succeeded H. Lalonde in Laurier Avenue, Montreal.

E. H. Winn, of Elmira, has succeeded F. W. Pentz, Sturgeon Falls, Ont.

M. Marceux has succeeded Dr. Prevost, Roy & St. Denis Sts., Montreal.

Mr. Slaney, of the Pas Drug Co., intends opening a new store in The Pas, Man.

E. A. Gadbois has succeeded J.A. Chevrier at 3008 St. Lawrence Blvd., Montreal.

C.A. Lanspeary, of Walkerville, is opening two branches in Windsor, one on Wellington ave., and one on the corner of Wyandott & Quellett Sts.

LEVER BROS., Limited

Chemically Pure

REFINED GLYCERINE

(MADE IN CANADA)

In Half Ton Drums

and 56 lb. Cans

QUOTATIONS GIVEN FOR ANY QUANTITY

SELLING AGENTS

John Cowan Co., Limited

Montreal Chemical Works

1-15 Dalhousie St. - Montreal

Pepto-Mangan (Gude)
(Reg. U. S. & Pat. Off.)

is *the one and only* absolutely uniform and unalterable solution of iron and manganese in the form of true organic peptonates. It is also *the one and only* preparation lawfully entitled to be known as "Pepto-Mangan," a valid trademark, which is our exclusive property. We respectfully request the trade to take due notice of these facts.

M. J. Breitenbach Co., New York, U. S. A.

"WEISSFELD BRAND"

WASHABLE COATS FOR

Dentists, Doctors, Druggists, Jewelers, Osteopaths, Etc.

Made to order or ready made. Seventy-five different materials to choose from. Write for styles, materials and prices, free upon request. Parcels Post prepaid to all parts of the world.

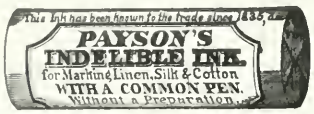
Smoking Jackets, Dressing Gowns Bath Robes and Hospital Uniforms a Specialty.

WEISSFELD BROS.

Manufacturers of Clothing and Uniforms of every description.

332 Broadway New York City, N.Y.

Special—Suits or overcoats made to order at $11.75. Write for samples.


This Ink has been known to the trade since 1835
PAYSON'S
INDELIBLE INK
for Marking Linen, Silk & Cotton
WITH A COMMON PEN.
Without a Preparation

THE OLDEST THE BEST

ESTABLISHED 75 YEARS

Always in **YELLOW** and **RED** wrappers

Specially Suitable for the Canadian Climat

BEETHAM'S

La-rola

THIS DAINTY TOILET PREPAR TION protects the skin from the effects the Sun, Wind, Hard Water, and p vents Roughness, Redness, Irritation, Ta etc. It keeps the skin Soft and White, a adds the charm of youth to the complexio **It will keep the skin in a perfect co dition during the Summer.**

It is a Perfect Protection to the Skin during All Summer Exercise and Sports

Sole Makers: M. BEETHAM & SON, Cheltenham, Engla
(Through Any of the Wholesale Houses)

Bidwell, Bidwell & Co., Limited

Factories—
AXMINSTER, DEVON, ENG.

ESTABLISHED 1839.

Over 60 different patterns in Tooth Brushes. Known to Chemists throughout the world as the best. They do not shed their bristles, neither do they split.

AGENTS FOR CANADA:

HAROLD F. RITCHIE & CO., Limited

10, 12 & 14 McCAUL STREET, - - - TORONTO, ONT.

The Economic Drug Store, on St. Catherine St., West, Montreal, has discontinued business.

Mr. Chas. E. Matthews, manager of Sharp & Dohme's Chicago Branch House, called upon his friends in the jobbing trade in St. Paul and Minneapolis the past week. Messrs. Burke, Lund, Gilmore, and Coontz, and S. & D.'s salesmen in the Northwest, were on hand to meet Mr. Matthews, and discuss with him matters of business in the interest of their company.

EFFICIENCY OF SALESMEN.

It is not an uncommon thing to find the manager of a department in a large store who, though extremely efficient in every other respect, fails to keep his staff on a high standard. In most cases the reason is not hard to find.

The general manager of a departmental store in a Canadian city, one which had risen from the comparative obscurity of a small dry goods trade to the point where practically every line of goods was carried and over two hundred salespeople was employed, was surprised at the end of the store's fiscal year to find that one of the departments had not shown a satisfactory increase of business during the year. This was strange because the year had been one of unprecedented advance and the total turnover had shown a very big increase. It was doubly strange because the manager of this department was judged to be one of the strongest men in the organization——a keen, hard-working, ambitious fellow with a veritable genius for certain forms of merchandising.

The general manager made some discreet inquiries around the store and soon discovered where the trouble had been. The department did not contain one really capable salesman outside of the head himself. If the manager removed the department would collapse like a building from which the foundations had been removed. With the sales force so weak, it was no wonder that the sales had not kept up to the standard of the other departments, which were being conducted by a group of men thoroughly experienced and capable of taking charge of responsible work.

The general manager sent for the departmental head, Brown (we will call him that).

"You are working too hard," he said, "I notice that you carry the entire responsibility of your department on your own shoulders. Now there is young Cavers over in the housefurnishings. He's a bright young fellow who could help you a great deal. I think it would be a good idea to transfer him to your department."

"There is no necessity for that," asserted Brown. "I am not complaining of over work. I would object to adding the expenses of a high-priced man like Cavers to my department."

"All other departments are carrying high-priced men," said the general manager.

"I believe in running my department economically, a position in which I stand alone among the department heads in this store."

"You also stand alone in the matter of failure to increase business," remarked the general manager caustically.

Despite the opposition of Brown, the transfer of Cavers was effected. A month afterwards, Cavers went to the general manager and asked to be transferred again.

"I'll get no chance where I am," he explained. "Mr. Brown refuses to let me take any more part in the work of the department than he allows the two-dollar-a-week junior. If you can't transfer me, I intend to leave."

"I have been watching this department pretty closely," said the general manager. "I won't transfer you, Cavers. Stay where you are and I will see that things are changed."

A month later Brown had been removed to another department as assistant and Cavers had been installed in his place. The reason was not hard to find. Brown was afraid to put a reasonably efficient man on his staff for fear that in time he (Brown) would be superseded. His policy had been to keep the department a one-man concern, bolstering up his position with the claim that he was acting from an economical standpoint. When the general manager became convinced that Brown was hopelessly set in the narrow-gauge groove of selfish fear, he had no alternative but to replace him. The department would continue to suffer otherwise.

This failing is not an uncommon one among departmental heads. They lack self-confidence to the extent that they are continually in fear of being replaced. To prevent this dreaded contingency they prefer mere puppets to real salesmen, and endeavor to get along with a cheap and inefficient staff, doing all the heavy work themselves.

A manager of this stamp is a dead weight, a drag on the wheel of progress. As long as he is in charge of a branch of the business that branch will fall sadly short of being efficient. Things will be in continual confusion.

The worst feature of the one-man department is that the service rendered the public will necessarily be of an unsatisfactory order. Nothing is more essential to the maintenance of a high reputation for service than a uniformly high standard of salesmanship. If a majority of the salespeople of a certain store are not up to the mark that store will have a reputation for poor service. If the majority of the salespeople are willing, courteous and intelligent, the store's reputation will be such that people will like to shop there.

Where the manager keeps his staff down, the standard of salesmanship in that department will

be very low. Indifference, carelessness, sullen disregard for the store's interest will be the qualities most frequently displayed.

The difficulty has been felt in every store of any size, and will probably continue to be felt as long as managers are necessary. It is a situation full of difficulty, and one that the executive head must be continually on the watch for.

A solution tried out in one store is the appointment of a sales manager. The duty of this official is to see that the whole store staff is kept up to a reasonable basis of efficiency. He keeps in touch with the salespeople of each department, questions, advises, gives instructions. Where desirable, the advises the removal or transfer of certain members. All applicants for positions come to him first, and are referred by him to the various managers. No one who has failed to win his approval secures appointment, and he does not give his approval until he has thoroughly questioned the applicant, and convinced himself of the latter's ability.

He holds classes on salesmanship after office hours, gives demonstrations, and in many other ways tries to instil a deeper comprehension of the many sides of the subject of salesmanship into the rank and file. Although he does not assume arbitrary powers and never goes farther than to recommend to the various managers that certain things be done, his control over the staff is practically complete.

The plan has worked out well in this particular store. Without developing any friction between the incumbent of the post and the various departmental managers, it has resulted in putting more ginger into the staff. The standard of salesmanship in that store has shown an almost inconceivable advance. There are few on the staff who could fairly be termed incapable; and the tenure of these few is never a long one. Their shortcomings are soon detected, and unless rapidly corrected lead to their elimination from the staff. The great majority of salespeople are brisk, willing to please and anxious to learn. The store is gaining the enviable reputation for the quality of its service.

This system is suitable only for a large store. The duties of the sales manager are carried out in the smaller store by the manager or proprietor. In the average store the proprietor devotes considerable of his time to the question of his sales staff, and in that way is able to keep the standard reasonably high. In the bigger store the difficulty increases more rapidly in proportion to the increase in the number of employees. An official with duties somewhat similar to that of the sales manager mentioned becomes a necessary cog in the store machine

The great majority of buyers and managers are sufficiently far-sighted and far-minded to give the members of their staff every chance to develop; but there are exceptions. And to guard against the harm that an exception can do, the above system has been found to work to good satisfaction.—Dry Goods Review.

COMMISSION OF CONSERVATION.

INTERNATIONAL CONFERENCE ON CITY PLANNING.
WATER-FRONT DEVELOPMENT.

"Water-front Development" will form the theme of discussion at one session of the International Conference on City Planning to be held at Toronto on May 25-27 next. Mr. R. S. Gourlay, representative of the Board of Trade on the Toronto Harbor Commission, will give an address on this subject, which should be of interest, not only to the citizens of Toronto, but to the whole country. Our harbors are national gateways, and the Dominion government is expected to contribute over six million dollars to this particular project.

The works now in progress at Toronto should prove of national importance in another respect also, namely, by putting before other cities an example of what may be done by systematic planning for water-front development. The works proposed are of three kinds: (1) Industrial development. (2) Commercial and dock development. (3) Park and boulevard improvements. They involve the filling in of Ashbridge bay and the establishment there of a model industrial district with first-class railway and lake transport facilities; the deepening of the inner harbor and building of new docks, and the construction of a beautiful 12-mile driveway, extending along the entire water-front, with a projected channel for small craft for the whole distance, lagoons, parks, islands, amusement grounds, bathing beaches, and everything that could be desired for summer pleasure. It is expected that the entire project will be completed in 1920, and at an estimated cost of upwards of $19,000,000. When completed it should place Toronto in an enviable position, giving it one of the finest harbors on the great lakes, stimulating its industrial and commercial expansion, and providing its people with unrivalled recreation facilities at their very doors.

KENT-McCLAIN AGAIN.

The Pickard Drug Co. have recently made extensive improvements in their store at Kingsville, Ont. The new show cases are of the Roman design all glass construction, with marble base as made only by Kent-McClain, Limited, (Toronto Show Case Co.)

Some men are unhappy because they can't afford a new suit; others because they can't afford a steam yacht. It is easy to be unhappy.

The Martin, Bole & Wynne Co., Lt'd.

Wholesale Drug Merchants and Manufacturing Chemists

Corner of Princess and Market Streets - WINNIPEG, MANITOBA

COMING WEST?

Should you desire to come to the great North-West, either to engage in the drug business for yourself, or to take a position as a clerk, we are able to assist you.

We are constantly in touch with every section of Western Canada, and shall be glad if we can be of service to any one desiring information, as to location, necessary capital, qualifications, etc.

We Usually Know of a number of drug businesses for sale and will be glad to send — **Full Particulars Upon Request.**

—WRITE US—

Business-Opportunity Notices

For Sale, Exchange, Help Wanted, etc,, 50c. for 25 words or less; subsequent insertions 25c. Send cash with order.

PARTNER WANTED.

I have land and ranch and want some one to put up cash to buy cattle and start ranch. For particulars apply to Box A., Ackville, Alta.

FOR SALE.

Canadian rights for sale on good paying medical proprietary preparation. Nothing like it manufactured in Canada. A new idea. Good business being done with it in United States. Rights include formula, trade-mark, name (registered in Canada) and sole right to make and market in Canada. Excellent opportunity for right parties. It is an old idea in up-to-date form, and is like the electric light as compared to the candle. Every home will be probable users, and it is a steady repeater. Put up in handy, sanitary, collapsible tubes which retain the full strength of the ointment. The package is handsome. For particulars address President 1211 Citizens' Building, Cleveland, Ohio, U. S. A.

SITUATION WANTED.

By Dental student for summer months. 8 years' experience. Quebec graduate, 1907. Toronto address, L. D. McLaurin, 140 Yorkville Avenue, phone N. 545. After May 1st, Vankleek Hill, Ont.

DRUGGISTS ! WHY PAY

$8 per dozen for patent medicine, when you can make it for $1. Send a 2c. stamp for list. 100 formulas—medical, toilet, domestic. Address, Canadian Recipe Publishing Co., Windsor, Ont.

"I'm introducing a brand new invention—a combined talking machine, carpet sweeper and letter-opener," said the agent, stepping briskly into an office.

"Got one already," answered the proprietor. "I'm married."

HAIR BRUSHES AS A SIDE-LINE.

Next to our soda fountain, which we can hardly consider a side-line, the sale of bristle goods—hair, tooth, nail and other brushes—pays us best. To these articles we devote about ten feet of counter space in the most prominent part of the store, where all customers who enter must see them.

To stimulate the sale of these goods we conduct special sales at regular intervals, making a low price on them for the time of the sale, and giving good value for the money, writes Chas. W. Holzhauer in the Bulletin of Pharmacy. When we are running a special sale, we devote extra display space in the store to the goods, use special signs calling attention to them, make an attractive window display, and often, in connection with all this, use newspaper space dwelling on the special opportunity offered for purchasing some of the articles. Such sales yield a net profit of 25 per cent.

We most decidedly use our window to push the goods, considering it the best advertising asset we have. In making window displays of tooth and hand brushes, because the articles themselves are comparatively small, we use specially made large brushes, which are exact duplicates of the small ones, and these are featured as the central part of each display. The large brushes are easily made, and their cost will not exceed four or five dollars each, and they can be used for a long period. We made ours in the following way :

Have a wood-turning concern make a back for the brush of wood in exact proportions, about six feet long, or any suitable length according to the window in which it is to be used, the under side of which is drilled full of holes to receive the bristles. Stain this back any suitable color ; for a tooth-brush, white enamel will be best ; for a hair or hand brush, mahogany stain looks well. Now having the back ready, secure from a brush maker sufficient tampico fiber to fill up the holes. Separate this into little bunches and set each tuft into the holes with plaster of Paris or glue. The brush will then be ready for use.

Hang it in the center of the window, where every passer-by will see it—even people across the street—and will know that you are offering brushes for sale. It is an easy matter to fill in the rest of the window with piles of brushes arranged in various forms or loosely stacked up. A large number of brushes to give the impression of quantity also helps the appearance of the display. Large signs on the glass of the window, and some smaller reading placards on the floor of the window, will about complete the arrangement.

In conducting these sales we have endeavored to give exceedingly good value, and to introduce some novel or unusual feature in them. We have for several years successfully run tooth-brush sales along this idea, "Two Tooth-brushes for 25 cents," and it has proved a winner. We made no mention of the price of a single brush, and among the large number that we disposed of, very few single brushes were sold. Nearly every one took two for 25 cents.

In buying for these sales we try to get as close to the manufacturer as possible, so that we can get the very best price, and may be able to offer the goods at a low price and still make a profit. Often we are able to pick up job lots of good brushesat the price, which gives a nice assortment for the sale. Quite recently we purchased a trunk line of hair brushes, 250 brushes in all. We cleaned up those that were soiled, put our large brush in the window, made the prices attractive, and in a week's time sold over half our purchase. This was a very desirable lot, because nearly every brush was different, which gave the customer a large assortment to choose from.

PHARMACEUTICAL ASSOCIATION OF THE PROVINCE OF QUEBEC.

Montreal, 25th April, 1914.

The Major and Minor examination of the Pharmaceutical Association in progress since the 20th inst., finished this afternoon, and candidates presented themselves for the degree of licentiates, of whom the following passed in order of merit: Y. Radenen, L. Joubert, W. Loebel, O.E. Gaucher, E. Couture, J. Patry, L. R. Gignac, T. G. Fletcher, J. L. Lafond, O. Landry, O. Lacours, E. Theoret, E. G. Allard, J. A. Desilets, C. L. Rivet. 25 candidates for the certified clerk diploma, of whom the following passed in order of merit: H. W. Kinnear, W. Leger, R. Trempe, H. Forget, H. Groulx, A. Lambert, H. Fishman, J. Scharf, L.C. Joubert, E. Bedard, Miss D. Schacher. F. Raymond, L. Tetu, C. A. Rosseau, L. LeCorre, Miss. V. Segal, I. Getz, O. Roberge.

The examiners were J. E. Tremble, Chairman; A. B. J. Moore, H.R. Lanctot, W. H. Chapman, O. H. Tansey, Montreal; A. R. Farley, Hull; O. Saint Armour, Ste Agathe des Monts; H. J. Pilon, Secretaire.

BUFFALO COLLEGE OF PHARMACY.

The Alumni of this College in Rochester and vicinity united on April 25th with the Alumni of the other departments of the University of Buffalo in holding the first Alumni dinner in the city of Rochester. The meeting was held at the Rochester Club, with a total attendance of 125 The Buffalo men went down and returned in a private car, furnishing all the comforts possible for such a trip. A permanent organization was effected in which the Pharmacy College was represented by George M. Gilbert, as secretary, and Mr. Floyd M. Kline as member of the Executive Committee. Dr. Chas. R. Barber, of the class of '82, Medical Department, was toastmaster, Dean Willis G. Gregory, a medical classmate of Dr. Barber's, spoke for the Pharmacy College.

Steps were taken to repeat the dinner next winter. The banquet hall of the club was decorated in the colors of the University, white and blue. The pharmacy banner was identified by its gilded mortar, while the banners of the other departments bore their distinctive insignia. The alumni of the college, that had not met in ten years, renewed their acquaintance, and the affair was universally considered a brilliant success.

LOWNEY'S WAREHOUSE AND OFFICES GUTTED.

The warehouse and offices at 852 Cambie St., of the Walter M. Lowney Company of Canada, were entirely and completely destroyed by fire on the evening of March 20th, at about 6.30. The fire raged the greater part of the night, and at times it looked as though it would connect with the adjoining buildings. It was indeed a sorry looking sight of confectionery that Manager J. C. Lewis gazed down upon when dawn broke on the 21st. But he did not stop gazing; the wires got busy and Montreal was made acquainted with the loss,— the Macedonian call sounded,—no urging was necessary, for in less than ten hours from the time the Montreal factory received the wire a car-load complete of Lowney's chocolates was rolling rapidly toward Vancouver. This was indeed record work, and speaks volumes for the splendid equipment and skill equal to all emergencies. At the time of the fire, the stock in Vancouver amounted to $21,000. This was, as we have said, all lost; fortunately the whole was fully covered by insurance.

Sister (who wants to be left alone for a moment with her suitor)—Fritzi, it's cold in the house; go in the next room and close the window.

Fritzi—But it's closed.

Sister—Well, then, open it.

The Canadian Druggist

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Ontario College of Pharmacy.

Results of Examinations.

General Proficiency—College Gold Medal— R. Oscar Hurst, Allandale, Ont.

College Silver Medal—Russell Rivers Dusten, Sarnia, Ont.

The John Roberts Scholarship—(One hundred dollars)—R. Oscar Hurst.

The John Roberts Gold Medal—(Chemistry and Pharmacy)—Burton David Trout, Goderich, Ont.

Subject Medals.

D'Avignon Medal—Dispensing—R. O. Hurst (by reversion to W.E.G. Donnell, Keswick, Ont.)

Heebner Medal—Pharmacy—R. O. Hurst, (by reversion to B. D. Trout, Wiarton, Ont., by reversion to George Taylor, London, Ont.)

Chambers Medal—Chemistry—Hugh John Henderson, Welland, Ont.

Fotheringham Medal—Materia Medica—W. Glen Armstrong, Brussels, Ont.

Scott Medal—Botany—R. O. Hurst (by reversion to Ernest C. Denman, Elora, Ont.)

Passed with Honors.

In order of merit—R. Oscar Hurst, Allandale, Ont.; Russell Rivers Dusten, Sarnia; Geo. Taylor, London, Ont., and Sydney Ross Sills, Napanee, (equal); Charles Hilton Stewart, Guelph; George Franklin Dove, Toronto; W. Glen Armstrong, Brussels; B. Edgar Niles, Stratford; Wm. A. Giles, Peterborough; Clarence Roy Muisiner, Niagara Falls, Ontario; Hugh John Henderson, Welland; John Wesley M. Scott, Collingwood; John Southwell, Pakenham; Donald B. Fry, Dresden; John Alvy Prout, Bothwell; Conrad George Schmidt, Milverton; Burton David Trout, Goerich; Stanley Maxwell Vogan, Woodstock; Bruce Le Roy Pilsworth, Ottawa; Lawrence C. Nairn, St. Mary's, Ont.; James Winfield Rush, Toronto; Leslie H. Standish, Vancouver, B. C.; Henry Leonard Fysh, Moose Jaw, Sask.; Ernest C. Denman, Elora; Walter W. Cronk, Deseronto; Alex. James Thompson, Brantford; Harry Kress, Durham; Geo. R. Ross, Midland; F. Raymond Farley, Kingston, Ont.; Walter Elwood Graydon Donnell, Keswick, Ont.; Reginald Roy Dennis, Hamilton; Frederick George Hoffman, Toronto; Beverlay Duncan Whitehead, Woodstock; Chas. Leslie Bicknell, Dunnville; Elmer E. Pine, Toronto; John A. MacDonald, Sarnia; Miss Beatrice M. Keeley, Arthur, Ont.; W. Herbert C. Jackson, Parry Sound; Leslie John Farrell, Grimsby; Wm. C. Gardner, Owen Sound; Frederick Irwin, Brantford; John Arthur Maher, Picton; H. Preston Strang, Goderich; Terry R. Dolan, Belleville; J. Scott Luckham, London, Ont.; Frank Nash Kyle, Ingersoll; W. Edward Skitch, Edmonton, Alta.

Pass List.

(Alphabetically Arranged)—Vernon F. Ableson, Victoria, B.C.; Reginald C.R. Bell, Sarnia; Frank A. Belfry, Bradford; Chas. Bevers, Hamilton; J. D. Campbell, Owen Sound; Murray A. Cathcart, Regina, Sask.; Wm. J. Cooper, Toronto; Eileen Margaret Coughlin, Peterboro'; John Elmore Coulter, Lindsay; John W. Decker, Oxbow, Sask.; Chas. E. Dowling, Edmonton, Alta.; Arthur Gordon Fulmer, Vernon, B.C.; J. Wilbrod. Garneau, Ottawa;

Wm. Glover, Toronto; Robert Murray Gray, Galt; Alton Gregg, Wiarton; Wm. Clarke Gordon, Toronto; Jos. B. Graham, Toronto; James Greaves, Medicine Hat, Alta; Herbert M. Hastings, Regina; Claude J. Halloran, Toronto; Wm. G. Henderson, Brussels; Alfred Benson Laing, Windsor; William Slingsby, Linton, Woodstock; W. Jas. Luxton, Sault Ste. Marie; Samuel J. G. McKelvie, Orangeville; John McQueen, Mount Forest; Harold F. Newton, Lucknow; Harold Joseph Overend, Orillia; H. Wilberforce Rogers, Lloydminster, Sask; Emery R. Shilleto, Lacombe, Alta.; Frank E. Stafford, Cornwall; Fred H. Tennant, Vernon, B. C.; Theodore J. C. Twietmeyer, Hanover; J. F. Vandrick, Listowel; Wm. Lloyd Wood, jun., Toronto; Gordon J. Young, Owen Sound.

Passed in Five Subjects.

John A. McPherson, Toronto, (dispensing, theoretical chemistry, pract. chemistry, pract. pharmacy and theor. pharmacy).

Chas. T. Lee, Toronto, (dispensing, prescriptions, theor. chemistry, pract. chemistry and pract. pharmacy).

Henry Jeffrey Gimblett, Whitby (dispensing, prescriptions, theor. chemistry pract. pharmacy and materia medica).

Peter B. Doyle, Belleville (dispensing, prescriptions, pract. pharmacy, theor. pharmacy and botany).

Edward John Meyers, Port Arthur (dispensing, prescriptions, pract. pharmacy, theor. pharmacy and materia medica).

MARSHALL FIELD STORE TO INSTALL A FOUNTAIN.

The late Marshall Field, of Chicago, during the years that the wonderful establishment bearing his name was growing rapidly, always stoutly contended that soda water had no part in the daily routine of a successful departmental store. Since the death of that famous merchant prince, his successors have continued Chicago's show place on the principles set forth by the founder.

But though Mr. Field always ruled against the soda fountain, his directors have just recently yielded to the demands of their thousands of patrons—and the handsome State Street store is to have a modern soda fountain. Space has been provided in the tea room of the main building for a 17 foot circular "Liquid" Fountain. The design is unique, and the fountain will be finished in white and gold. The selection of the "Liquid" Iceless, built in Chicago, is a compliment to home industry.

Now the largest department store in the world is to have a soda fountain built in one of the largest soda fountain factories on the globe.

A STORY OF ETHER.

"The Purest Ether, the Best Container," is a figure of speech that is likely to become as familiar as "Five Seconds by the Watch." You see it in the leading Pharmaceutical Journals. You see it in the Medical Journals if you happen to read them. . And to what does it refer? To Parke, Davis & Co.'s ether for anesthesia— this and the dropper container which somebody has called an inspiration, so well does it serve its purpose; so simple, so practical, so generally satisfactory is it withal.

There is a story behind the ether and the ether can.

Parke, Davis & Co. decided to market the anesthetic a number of years ago. With this decision came another decision—not to add ether to their list until they could offer a purer product than that supplied by any other firm, and in a better container As for the anesthetic itself, it is said to have taken more than a year of time and numberless experiments to insure the exquisite degree of purity. But the time and effort were well expended, since the result is what is said to be "the purest available ether for anesthesia"—an ether that meets and surpasses Pharmacopoeial specifications in many instances. But then the riddle was only half solved. There still remained the problem of "the perfectly satisfactory container" –a dropper-can that would be simple, reliable, economical and safe—a can, moreover, that could be properly washed and sealed. This resolved itself into the loss of another year of time, the expenditure of a lot of money, and the destruction of thousands of cans. Eventually, of course, the "perfect container" was realized.

Parke, Davis & Co.'s ether can enables the physician to administer the anaesthetic by the drop method. It obviates the use of special apparatus —wicks, notched corks, dropping tubes and other devices which are an abomination to the average anesthetist. The container is a hermetically sealed package, the dropper feature consisting of a piece of thin capillary tubing which, in the form of a semi-circle, enters the top of the can at diametrically opposite points. When ready to administer the ether the physician or his assistant cuts the tube with a knife and bends the two pieces, in curved form, over opposite edges of the can. One tube allows the entry of air to the container; the other permits the flow of ether, which is regulated by inclination of the can. Any portion of the anesthetic remaining in the container may be preserved by pinching the ends of the tubes, which are cut off when the ether is again required for use.

"The Purest Ether, the Best Container," apparently, is no empty phrase, and one can readily understand why the demand for Parke, Davis & Co.'s ether for anesthesia, like the proverbial small boy, is "healthy and growing."

DO YOUR GUM LABELS EVER STICK TOGETHER?

When you reach in the drawer for a label, do you *always* get the one you *want?*

Every druggist knows what we mean when we talk about label troubles—every user of flat labels has put up with the same annoyances.

Flat labels *will curl.*
Flat labels *will stick together once in a while.*
Flat labels *will get from one compartment into another and make more trouble, AND*
Flat labels *cost a whole lot more than*

McCOURT ROLL LABELS.

Already there are over 9000 druggists using the *McCourt Label system.*

McCourt Label Cabinets have been designed to meet the needs of *every* drug store—no matter how large or small. Whatever the size of your business, here is a McCourt Label Cabinet that will just fill the bill.

THE SYSTEM:

The cabinet has been designed and built in such a way that within a second's notice you can pull out and paste on the correct label—and with the absolute assurance that you have the right one.

THE CABINET:

Is made in a range of sizes to meet any requirement. *Shop, Stock, Strip, Poison,* and *Prescription* labels—in fact any label that you may be using can best be used in a McCourt Cabinet

THE LABELS:

Are furnished in rolls. They are engraved on the highest quality of gummed paper. *By using them, you can effect a saving of from 25% to 40% of your label bill.*

Mr. Druggist, think these things over, and then, before you do anything else, write for our new 1914 catalog and samples of labels.

A portal will do—do it now.

McCOURT LABEL CABINET COMPANY,

BRADFORD, PA. Dept. 21.

The Leading Line

Beecham's Pills

- Notice to the Trade -

The Proprietor of Beecham's Pills begs to notify the Retail Trade of Canada that in consequence of the liberal advertising which is appearing in the press throughout the Dominion, and the fact that Beecham's Pills are so well-known and valued by the residents who have come from the British Isles, the demand is rapidly increasing, and retailers are recommended to purchase Beecham's Pills in larger quantities and obtain the advantage of a better price. The following firms are the Distributing Agents:

All Depots and Branches of the National Drug & Chemical Co. of Canada, Limited.
Messrs Lymans Limited., Montreal.
Messrs Lyman Bros. & Co., Limited, Toronto.
Messrs Martin Bole & Wynne Company, Winnipeg.

WHOLESALE PRICES:

Less than one dozen	$2.30 per dozen	less 5%
One dozen	2.20 " "	
Six dozen	2.10 " "	

Prepared only by the proprietor, **THOMAS BEECHAM, ST. HELENS, ENGLAND.**

PHARMACY IN GREAT BRITAIN

The Budget—New Honorary Members—"Faith" Healing—A Curious Decision—Meat Wines—The Qualifying Examination—Annual Report of the Council of the Pharmaceutical Society—Abnormal Prescriptions—The Drug Market.

The Budget, which has just been introduced, does not have any special bearing upon pharmacy, and only those pharmacists who have any substantial incomes such, for instance, as twelve thousand dollars a year—and there are not many of them!—will have to pay more in income tax than they do at present. It was commonly expected that the tax on sugar would be abolished, but this expectation has not been fulfilled; in fact, as I have already said, the only noteworthy changes in taxation are those which affect larger incomes, although there is a small increase in the tax on unearned incomes.

* * * * *

Two new names have been added to the list of honorary members of the Pharmaceutical Society, and three to the list of corresponding members. The new honorary members are Professor L. Van Hallie, who was President of the International Congress of Pharmacy last year, and has for some time been Professor of Pharmaceutical Chemistry at the University of Leyden; and Mr. J. E. Purvis, a distinguished member of Cambridge University, who lectures there on Chemistry and Physics. The new corresponding members are Dr. Andrew Balfour, Director of the Tropical Research Laboratory Khartoum; Dr. J.R.C. Stephens, Medical Missionary, Nigeria; and Professor L. Vander Wieler, of Amsterdam University, a distinguished authority on Cinchona. The list of honorary members is only a short one, but includes some of the most eminent scientists of the day, and it is deemed a great honor to be included in it.

* * * * *

A report on "Faith" Healing has just been published, and has created a great amount of public interest. A few years ago a conference of representatives of the clerical and medical profession met in St. Paul's Chapter House, London, to discuss the rapid development of the "Spiritual" Healing movement, and the result was that a committee was appointed to continue the investigations, the members including such eminent divines as the Dean of Westminster and the Dean of St. Paul's, and such distinguished physicians as Sir Dyce Duckworth, Sir R. Douglas Powell and Sir T. Clifford Abbott. Briefly, the conclusion arrived at by the committee is that the physical results of what is called "Faith" healing does not prove, on investigation, to be different from those of mental healing or healing by "suggestion." The committee recognize that suggestion is more effectively exercised by some persons than by others, and this fact seems to explain the "gifts" of a special character claimed by various "healers." We are forced to the conclusion, after the most careful inquiry, that "faith" healing can be expected to be permanently effective only in cases of what are generally termed "fundamental" disorders.

* * * * *

A case of considerable importance to pharmacists has just been decided in the High Court. The question for the judges was whether the seller of an article which is not of the nature, quality and substance demanded, commits an offence if having placed a declaratory label on the article, covers the package with wrapping paper, so that the purchaser does not see the label until after the completion of the purchase. It is no uncommon thing for the pharmacist, in the interest of his client, to sell him something different from what he asks for (e.g. diluted mercury ointment instead of strong) and to label it accordingly. So far this may be in order, but the Court has now decided that if he covers the label with wrapping paper he does not come within the provision of the Food and Drugs Act, which allows him to make use of the declaratory label. In future, therefore, pharmacists, will be wise not to wrap the article in paper.

* * * * *

A medicated wine case of much interest will shortly come before the courts. Some time ago a branch of the temperance party conducted a vigorous campaign against medicated and meat wines, and some of its officials condemned these wines in very strong terms. The result is that a firm of bottlers of these wines is bringing an action of libel against these officials; but I had better not deal with the matter further until the case comes into Court.

* * * * *

Of recent years there has been a heavy decline in the number of candidates for the qualifying examination in pharmacy, but lately this has been balanced to some extent by the increase in the proportion of successful candidates. There is this evidence that students are much better prepared than formerly, but this fact alone would not make up for the deficiency in the number of students. Fortunately, however, as the next note shows, there has recently been a large accession of registered apprentices, all of whom are potential candidates in the minor examinations.

The "Sweet Babee" Nursing Bottle

Pat. May 8, 1910

The "Sweet Babee" Nursing Bottle is easily washed on inside and requires no funnel to fill. The nipple is made in one piece and will not collapse, may be turned inside out and is easily washed.

The "Sweet Babee" is of the right size and will fit all sterilizers Endorsed by doctors and nurses.

Bottles and Nipples	$2.50 per doz.
Extra Nipples only	1.50 per doz.
Extra Bottles only	1.00 per doz.

These prices apply to the Sweet Babee and Noneck Bottles and Nipples.

The "Smico" Bottle Warmer

The "Smico" Bottle Warmer is an especially designed case, provided with Aluminum Top, in which any style of Nursing Bottle and Nipple may be placed, for keeping milk warm or cold, as desired. It will keep hot milk hot or cold milk cold for several hours.

"Smico" Case is also a protection when traveling against breaking the nurser.

Price $2.50 per dozen.

The Noneck Nursing Bottle and Nipple

The Noneck Nursing Bottle is filled without a funnel and washed out on inside like a tumbler which make it hygienic in every respect. It is recommended by doctors and nurses. The nipple is reversible and without seams, which makes it easy to clean on the inside, and very hygienic.

MANUFACTURED ONLY BY

THE YANKEE CO., Utica, N.Y., U.S.A.

Canadian Agents: National Drug & Chemical Co.

OVER 65 YEARS EXPERIENCE

PATENTS

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DESIGNS
COPYRIGHTS &C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents.

Patents taken through Munn & Co. receive *special notice*, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms for Canada, $3.75 a year, postage prepaid. Sold by all newsdealers.

MUNN & Co. 361 Broadway, **New York**
Branch Office, 625 F St., Washington, D. C.

Gillett's Lye Cleanses.

It cleans thoroughly whether the dirt is visible or invisible.

Millions of people use it every day.

Sold by the best Druggists everywhere.

If your wholesale house will not supply you at list prices, send order to us, and we will ship goods direct.

Two other lines

Gillett's Caustic Soda.
Gillett's Cream Tartar.
(Chemically Pure).

E.W.GILLETT COMPANY LIMITED
WINNIPEG TORONTO, ONT. MONTREAL

"SPECIAL"

Notice to Drug Trade!

Dear Sirs,---

Please see that you have the latest "Pyralin Kut Kure" in your stock, something better than has been on the market before. It is essentially a Liquid Court Plaster of a very superior kind. It won't wash off. Can be had from all wholesale houses, or direct from us. To retail at 10c large tube. Order at once. Sample mailed on request.

The Arlington Co. of Canada, Ltd.
58 Fraser Ave. Toronto, Ont.

At the annual meeting of the British Pharmaceutical Conference which will be held in the Historic City of Chester, in the summer, there will be a discussion on a subject which is likely to attract considerable interest, namely, "The dispensing of Abnormal Prescriptions." The discussion will be introduced by Mr. E. S. Peck, of Cambridge, who has addressed to pharmacists a series of questions on which he desires answers in order that he may suggest a code of rates to govern the dispensing of such prescriptions. In replying to the questions it is to be assumed that it has been impracticable to consult the prescriber. As the matter is of interest to pharmacists everywhere it will be interesting to quote a few of the questions. The first is:—What course do you consider should be adopted in the following circumstances when the preparations or quantities are (a) Illegible? (b) Ambiguous? The second is:—What course should be adopted when the dose prescribed is apparently excessive, that is, above the Pharmacopoeial maximum? Another one is:—What course should be adopted when the substances prescribed are incompatible forming a product which is (a) Harmless? (b) Objectionable? (c) Dangerous? Another is:—In what circumstances is it your custom to add a suspending agent to mixtures containing (a) Insoluble Powders? (b) Resinous Tinctures? The above will suffice to show that an interesting and useful discussion is promised, and if it is found practicable to draw up a set of rules to guide dispensers, so much the better.

* * * * *

The annual report of the Council of the Pharmaceutical Society is of a very satisfactory character and does not leave much room for criticism. It shows that whereas on January 1st 1913, the membership of the Society totalled 7,522 registered chemists and was in itself an increase of 171 on the total of the previous year, on January 1, 1914 the number of members connected with the Society was 7,788, an increase of 266 on the previous year. Since this date 302 chemists and druggists have been elected members, which brings the total up to over 8,000 members. In addition to the increase in membership, a further most satisfactory feature has to be recorded, in that, for the first time for very many years, there is an increase in the number of student associates. The increased interest which has been taken in the work of the Society, coupled with a growing disposition on the part of pharmacists to give their time and services in various public capacities, is one of the most helpful features in the progress of pharmacy, and augurs well for the future. About sixty new associations have been formed during the year, and every part of England and Wales is now covered by a local association. The report makes an interesting reference to the change that was made a short time ago in the regulations governing the registration of apprentices and students. It will be remembered that prior to this alteration, persons desiring registrations as apprentices or students had to produce a certificate from one of the recognized examining bodies of having passed the examination in English, Latin, a modern foreign language, arithmetic, algebra and geometry. It was found that owing to the decrease in the number of secondary schools in which Latin was taught, a large number of eligible persons, not having contemplated entering pharmacy while at school, had not taken Latin, and many persons who would form valuable recruits to the ranks of pharmacy went into other callings. The Council, therefore, decided that while every student should be advised to take Latin in the preliminary examination, the compulsory subjects should be English, arithmetic, algebra and geometry, and that the Council would accept any two optional subjects in which an examination was conducted by one of the recognized examining bodies. The effect of this decision by the Council was almost immediately a large increase in the number of persons applying for registration, and hence during the year 1913, 580 apprentices or students were registered, as against 147 in the previous year, showing an increase of 133. Since January 307 have been added to the list. These results seem to justify the decision of the Council.

* * * * *

The drug market has not been very active of late, and by no means exciting. Citric Acid has continued to advance in price, and no relief of the stringent conditions seems probable in the near future. Tartaric Acid and Cream of Tartar are very firm and in good demand. An advance in the price of refined camphor is anticipated. Extremely low prices are quoted for Cocaine. Further advances in the price for Olive Oil are not improbable. Eucalyptus Oil is extremely dull. Essence of lemon and Burgamot continue on the easy side. Mexican drugs are very firm in view of the trouble in Mexico.

Three Generations Have Used Wilson's Fly Pads

The third generation of housekeepers is now using Wilson's Fly Pads. In the meantime many dozens of fly killers have lived and died, but the sale of the old reliable Wilson's Fly Pads increases steadily.

JOGGING LAZINESS INTO ACTIVITY.

¶ The Stationer whose business lags in the summer has himself to thank.

¶ To slacken the selling pace in the hot season indicates a resignation which has no place in modern business.

¶ What a jolt it would give your trade to try to sell "Snow-shoes" in June! But better that than nothing!

SEASONABLE GOODS

SILK CREPE TISSUE, DECORATED TISSUE, PAPER DOYLIES, NAPKINS, FANCY CREPE TABLE CENTRES AND DRAPES.

¶ Energy strikes a responsive chord in human nature, and human nature is the same in June as in December.

¶ We want you to become familiar with these goods, a request for samples would be appreciated and receive immediate attention.

WARWICK BROS. & RUTTER Limited

Manufacturing Stationers

TORONTO

THE LATE HAROLD CARNAHAN.

On May 19th the death took place of Mr. Harold Carnahan, one of the best known druggists in Toronto. In his death Toronto loses one of her most prominent druggists, a man well known in Canada, a keen follower of sports, and a bowler and curler of note. Two weeks ago he was operated on for hernia, and his condition had improved. Only the day before his death he was talking and joking with his brother, and recovery seemed certain. On the 19th he was seized with a sudden pain and passed away at 3 a.m. Heart failure is said to have been the direct cause of his death.

Born in Meaford, Ont., 41 years ago, the late Mr Carnahan graduated from the High School there, and later from the Pharmacy College, Toronto, after which he received a diploma in New York. He first became engaged as a drug clerk in New York city where he remained for two years. Coming to this city about sixteen years ago, he and his brother, W. J. A. Carnahan, went into partnership, and for five years conducted a business on main street, East Toronto, before moving closer to the down town section.

The Late Harold Carnahan.

During his residence in East Toronto, the deceased, who was a promoter of sports, was successful in organizing the East Toronto baseball, lacrosse and bicycle clubs, and was a member of the Aberdeen Curling Club.

Ten years ago he joined the Granite Club, and as well as being a good curler, soon became one of the foremost bowlers of the club and one of the best in Toronto. Last summer he played in the rink, skipped by his brother, which won the international trophy at Buffalo, and which in the last two years has captured the Noel Marshall Cup of the Granite Club. Mr. Carnahan was a member of the Rotary Club.

Special Prices when ordered in bulk packages.

The Pure Food Law prohibits the sale of any but strictly pure

EXTRACT VANILLA

WYETH'S

represents the True Flavor of Choice Vanilla Beans.

Free From Any Adulterant

Pure and Wholesome

John Wyeth & Brother

INCORPORATED

Philadelphia, Pa.

How Many Customers Have You?

FATIMA

Turkish Blend **CIGARETTES**

HAVE THOUSANDS.

Fatima Customers Buy Drugs and Sundries too.

Feature Fatima Sales!

The Package is Compact and Convenient.

Handled by all the Wholesale Trade.

SOUTHALLS' TOWELS

are made in a different way to any others of superior finish and material.

The only Sanitary Goods in Universal Demand.

Recommended by all leading Medical and Nursing Authorities.

Fullest details of Southall's Sanitary Specialties, including

Southall's Protective Aprons
Southall's Accouchment Sets
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supplied by the Wholesale Drug Trade throughout Canada.

Southall Brothers & Barclay, Ltd.
Birmingham, England.

EUROPEAN AGENCY

WHOLESALE buying agencies undertaken for all British and Continental goods, including

Books and Stationery, Boots, Shoes and Leather, Chemicals and Druggists' Sundries, China, Earthenware and Glassware, Cycles, Motor Cars and Accessories, Drapery, Millinery and Piece Goods, Fancy Goods and Perfumery, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Provisions and Oilmen's Stores, etc.

Commission 2½ per cent to 5 per cent Trade Discounts Allowed. Special Quotations on Demand. Sample Cases from $50 upwards. Consignments of Produce Sold on Account.

WILLIAM WILSON & SONS

(ESTABLISHED 1814)

25 Abchurch Lane, London, E.C.

Cable Address: "ANNUAIRE, LONDON."

FORMULARY (Miscellaneous).

Liquid Shampoo Soap.

Sodium hydroxide, 80 Gms.; potassium hydroxide, 20 Gms.; dissolve in water, 500 mils; add methylated alcohol, 500 mils; and, gradually, with constant agitation, cottonseed oil, 1,000 mils. Set aside, with frequent agitation until the oil is completely saponified. Then add water, 2,000 mils; and potassium carbonate, 30 Gms., with turpineol, 21 mils (or other perfume, q.s.). The liquid may be tinted with "evergreen A." or any other alkaline color which will stand alkali.—Neueste Erfind u. Erfahr., Pharm. Zentralah.

Liquid Antiseptic for Razors.

Instead of solutions containing phenol or metallic derivatives, M. Perin recommends the following liquid antiseptic for disinfecting razors and tools used by barbers:

Oil of wintergreen	30 grams
Tincture of quillaja	6 grams
Water	6 liters

The liquid has an agreeable odor, is non-toxic, non-irritating and a powerful antiseptic.—(Jour. Phar. Chim.)

Kid Glove Cleaners.

Chloroform	1 fl. ounce
Oil of bergamot	1 fl. dram
Oil of bitter almond	5 drops
Oil of cloves	5 drops
Benzine	1 quart

This is to be applied with a sponge or soft cloth. Do not use it near any lights or fires, or at night.

Paste.

Curd (tallow) soap	4 ounces
Saponin	4 drams
Oil of lemon	2 fl. drams
Water	1 pint
Talcum	sufficient

Dissolve the soap, previously shredded, in the water by the aid of heat, then add the saponin and oil and enough talcum to make a stiff paste. A portion of the talcum may be replaced by orris root. If the saponin is considered too expensive, it and the water may be replaced by a strong decoction of soap bark.

The directions for use are: Put the glove upon the hand and apply the paste with a piece of flannel, rubbing the kid from the wrist to the tips of the fingers.

Powder.

White bole (terra alba)	5 parts
Magnesium carbonate	1 part

When using, make into a paste with gasoline, apply this to the stains of fat or oil, allow to remain until dry, and then remove with a brush.

Deodorant for Sick Room.

To deodorize and sweeten the atmosphere of the sick-room, it is recommended in the Medical World that there be sprayed about by means of an atomizer a mixture of—

Eucalyptol	10 parts
Oil of thyme	5 parts
Oil of lemon	5 parts
Oil of lavender	5 parts
Alcohol	110 parts

White Dressing for Canvas Shoes.

Shellac, white	2 av. oz.
Borax	6 av. oz.
Water	32 fl. oz.
Pipe clay or chalk	sufficient

Dissolve the shellac in the borax water by the aid of heat, adding water from time to time to make up for that lost by evaporation, then add the pipe clay or chalk in sufficient quantity.

By using less water and adding a little soap, a paste preparation may be obtained.

Bath Powder.

(1) Crystal carbonate of sodium is now generally used. Color and perfume, dissolve aniline violet 2 grains and ionone ½ drachm in one ounce of spirit; spray over 2 pounds of crystals, stirring well all the time, and keep to mix with the bulk.

(2) Borax 4 ounces
Oil of lavender 10 minims
Cassia extract 1 drachm
Jasmine extract 1 drachm
Use a heaped teaspoonful for the bath.

(3) Sodium carbonate, monohydrated 8 oz. av.
Tartaric acid 3 oz. av.
Orris root powder 1 oz. av.
Oil of lemon 1 fl. dr.
Oil of orris or solution of ionone 10 minims
Oil of ylang-ylang 10 minims
Mix well. Use a few teaspoonfuls to a bath.

(4) Sodium bicarbonate 12 oz. av.
Borax 12 oz. av.
Potassium carbonate 3 drachms
Ammonium chloride 3 drachms
Oil of anise 30 minims
Oil of cloves 30 minims
Oil of sassafras 30 minims
Oil of wintergreen 30 minims
Oil of bergamot 30 minims
Oil of rose geranium 30 minims
Oil of lavender flowers 30 minims
Mix the salts thoroughly with the oils and keep the product in well-stoppered wide-mouthed bottles.

China Cement.

Isinglass	1 ounce
Powdered mastic	80 grains
Water	2 ounces.

Do you carry our

NEW 50c TALCUM

called

"CORSON'S GARDENIA"

in New Glass Art Jar.

Take our word for it—it's selling.

List price $4.00 the dozen. Try a dozen. Either direct or as an enclosure with your next Toronto shipment.

Drop us a post card now.

Sovereign Perfumes, Ltd.

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'OLE VIRGINY' HOE CAKE

Are you selling it?

This is the biggest

FIVE CENT HIT

since Nut Milk Bars.

It has all the elements of salability, size, appearance, and eating quality.

85c per carton of 2 dozen.

Order Now. Don't lose business.

Patterson's

TORONTO

REGISTERED BY THE GOVERNMENT AT OTTAWA TO IMITATE IT IS FORGERY
WILSON'S PORT
WILSON'S
INVALIDS' PORT WINE
A BIG BRACING TONIC
LA QUINA DU PEROU

HOW IS YOUR STOCK OF

WILSON'S INVALIDS' PORT

(a la Quina du Perou)

Our advertising campaign this season will be more extensive, by far, than previous years. Be prepared to reap the benefit of this campaign.

Replenish Your Stock

Wilson's Invalids' Port is prepared from the rich juice of selected Oporto grapes and extract of Peruvian Cinchona Bark, absolutely no alcohol or any other ingredients are added.

Wilson's Invalids' Port Agency

87 St. James Street, Montreal

A. H. WIRZ

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913-915-917 Cherry Street

PHILADELPHIA, P.A.

BOTTLE STOPPERS

BOTH PLUG AND OLD STYLE

Tin Spouts for Bug Poisons.

Collapsible Tubes

METAL SYRINGES

Hand Pill Machines

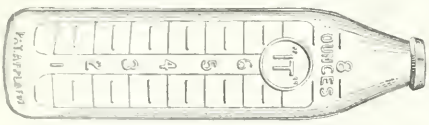
Moulds for Suppositories

Collapsing Drinking Cups

THE NEW NON-ROLLING ROUND NURSING BOTTLE

"IT" STANDS GOOD. "IT" LIES QUIET.

It is made in beautiful white flint glass, is handsome, and sells. Canadian trade supplied by the Richards Glass Co., Toronto, Canada, and lettered with your name if desired.



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Twenty-ninth Annual Session begins October, 1914

The college offers a course of two years, consisting of about 1250 hours of instruction in class room and laboratory, and leading to the degree of Graduate in Pharmacy; and a course of three years leading to the degrees Master of Pharmacy or Pharmaceutical Chemist.

An entirely separate course of three years, with daily instruction, leads to the degree of Analytical Chemist and qualifies in all branches of modern chemistry. This course opens in September.

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Manufacturers of Up-to-date Surgical and Pharmaceutical Plaisters of every variety

India-Rubber Combination Plaisters

Strengthening Capsicum and Belladonna of guaranteed B. P. and B. P. C. Strengths.

Surgeons' Rubber Adhesive on Metal Spools
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OPTICS and OPHTHALMOLOGY

WITHIN REACH OF EVERY DRUGGIST

LISTEN!! OUR STAFF DOCTORS conduct a demonstration at your store, and advertise it far and wide. Bring Eye Sufferers and Optical Buyers. Teach you the sure safe methods, without loss of a single day. Build an optical practice worth thousands, which you are enabled to carry on.

WRITE TO-DAY. THIS SEASON'S BOOKING NEARLY COMPLETE.

ROYAL COLLEGE OF SCIENCE

ROYAL COLLEGE OF SCIENCE, West Queen St., TORONTO, CANADA

Glacial acetic acid..... 4 ounces

Soak the isinglass in the water, and when all has been absorbed, add the acetic acid previously mixed with the mastic. Heat gently until a clear solution is formed.

Gelatin Capsules for Bottles.

1. Russian gelatin ..... 7 pounds
   Glycerin..... .....10 ounces
   Water..... .....60 ounces

Heat over a water bath and add any desired color. Pigments may be used, or very beautiful tints may be obtained by the use of aniline colors. Store the substance in jars.

To use, liquefy the mass on a water bath and dip the cork and portion of the neck of the bottle into the liquid ; it sets very quickly.

2. Gelatin..... ..... 1 ounce
   Gum Arabic .... 1 ounce
   Starch .... 1 ounce
   Boric Acid .... 20 gr.
   Water ....16 fl. oz.

Mix the gum, gelatin and acid with 14 fluid-ounces of cold water, stir occasionally until the gum is dissolved ; then heat the mixture to boiling ; remove the scum and strain. Also mix the starch intimately with the remainder of the water and stir this mixture with the hot gelatin solution until a uniform product results. The latter may be tinted with any suitable aniline dye. When the mixture has become hard, it must be softened before use by the application of heat.

Another good formula is this :

3. Put a weighted amount of dry glue or gelatin in water, and let it stand over night. In the morning drain and press off all the surplus water, and then dissolve the swollen mass by heating in a waterbath. Add while still in the bath about one-half as much glycerin as there is liquified gelatin, and for every av. pound of gelatin add 1 av. ounce of tannic acid, and stir until entirely homogeneous. If it is desired to color the material, any of the mineral colors may be used. Test the liquid on a piece of glass, and if when cold it is too hard or brittle add a little more glycerin, and if too soft more glue and tannin, preserving the proportions indicated.

Hectograph Composition.

Gelatin or Glue ..... 3 ounces
Brown Glycerin ....18 ounces
Lead Carbonate ....1½ ounces

Soak the gelatin or glue in the water until soft. Rub the lead carbonate smooth with glycerin. Mix and dissolve on the water-bath. When liquid, pour into flat tins. Remove any bubbles by passing the edge of a sheet of stiff paper over the surface of the liquid composition before it sets.

HONESTY IN ADVERTISING.

It is with a great deal of satisfaction that we note the growth of the movement for honest advertising. Long ago the government, realizing the enormous amount of money that was being taken from a confiding public each year through the operation of mail order swindlers, adopted the policy of excluding such schemes from the use of the mails but until comparatively recently the opportunities for deceiving the public by misrepresentation and false, fraudulent and dishonest advertising were almost unlimited.

Advertising having become so general in all lines of business, the unscrupulous found therein a fertile field for exploiting their fakes and schemes to deceive and swindle unsuspecting people. The revenue derived by the mediums publishing such advertising was so large that it seemed an almost hopeless task to even attempt to stop the abuse. It became what may very well be called "The Great American Fraud."

Realizing the injustice that was being done, both to the public and the honest advertiser, associations of advertising men, the better class of newspapers, magazines and advertising agencies, took up the subject with a view of freeing advertising from such defilement, and to the great credit of journalism there were several publications which were courageous enough, at a great financial loss, to keep their advertising columns clean. As is the case under circumstances, some gathered courage of their fearless leaders, while others were forced by their competitors to turn down dishonest advertising, and thus the movement for honest advertising and to protect the public from publicity swindlers has made substantial progress.

The honest merchant has a right to have the confidence of the public in his advertisement. It is his heart-to-heart talk with his prospective customers, it is his selling argument, and he stands back of every statement it contains. There should be no shadow of distrust cast over it by a public made apprehensive by deception practiced upon it by the advertising of the unscrupulous.

Some states have enacted laws making it a punishable offence to insert false advertising and convictions have been secured thereunder. Also, Federal legislation has been suggested for the suppression of fraudulent newspaper and magazine advertising and the punishment of their authors.

All of which goes to show the trend of the times toward honest advertising, and the American Tourist is glad to be found enrolled on the side of anti-fraud journalism.—Ex.

"I hate to see a woman on the street insufficiently clad in cold weather." "Well, you are rich. Why don't you relieve want ?" "I'm alluding to fashion."

THE
CANADIAN DRUGGIST

Monthly Established 1888.

The CANADIAN DRUGGIST is issued on the first of each month, and al matter for insertion should reach us by the 15th of the previous month.

$1.00 Per Year

The W. J. DYAS PUBLISHING CO Limited, Publishers.
Office of Publication

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ENGLAND—C. Rivington Shill, 88 Chancery Lane, London, W.C. Telephone 8936, Central.

FRANCE—O. F. Graband, 19 rue de Richelieu, Paris.

GERMANY, AUSTRIA AND SWITZERLAND—Rudolfe Mosse, 46-49 Jerusalemer Street, Berlin, Germany.

Editorial.

CO-OPERATION IS FOR THE GENERAL GOOD.

What a world of meaning there is in that hyphenated word "Co-operation," and yet, how often does the retail druggist take time to consider what it means, and what it COULD mean if he and all the fraternity would act on it.

The word is often used, but how glibly and how little appreciated; and yet it is an universally admitted fact that co-operation is an absolute essential in the success of any branch of life, and in none more so than commercial and professional callings.

The retail druggist of to-day is face to face with many problems affecting his business, and as "in the multitude of counsel there is wisdom" so in the gathering together for the purposes of discussing these problems there cannot but be results of real benefit, not only to the individual who takes part in the discussion, but also to the craft as a whole.

Having a definite purpose in view, with suggestions to offer which are the result of experience and with an open mind to take in and act on the experiences of others, brings results which cannot be obtained in any other way.

"If you help me and I help you, that's co-operation. If I know you and you know me, and we both say we don't care a rap for each other's interest, that's lack of co-operation."

Our interests are mutual, whether we live in Nova Scotia or British Columbia, and each man in the business is a necessity to the other, so that instead of plodding alone let us pull together and combine the best that there is in all of us.

The coming together in conventions and "doing things" which are for the betterment of the drug business as a whole will create a wholesale progress and bring about a condition of affairs which cannot but be of immense service to the craft at large.

But it would be a mistake to leave these things to the few, and it is quite as much your duty, Mr. Reader, to take your part in the work as it is for any of the thousands of druggists in the land.

The last meeting of the Canadian Pharmaceutical Association was a decided success, both in point of numbers in attendance and in the actual business done and the excellent papers presented, and we look forward to a still greater success at the Winnipeg Convention to be held on August 14.

We would urge upon every retail druggist the real importance of being present at that convention if at all possible, and the benefit he will derive from the natural proceedings of the meetings, the gathering together in social intercourse with his fellow-craftsman, and the health giving holiday in visiting the fine city of Winnipeg, will amply repay the time and money expended.

C. PH. A. CONVENTION.

We are able to report, through the Secretary, the following transportation rates, which are undoubtedly the most liberal yet offered on such occasions:—

Railroad rates will be single fare round trip, the lowest ever offered to conventions.

Tickets will be good from August 13th to Sept. 3rd, leaving Winnipeg.

Pullman and Dining Car extra, and parties taking the Upper Lakes trip, pay $9.00 one way, $13 both ways.

Standard Certificates issued by all railroads. When ticket purchased at home station ask for certificate; 25 cents collected when certificate validated.

Hotel accommodation is being looked after by local committees. Particulars will be announced later.

THERMOMETER VS. BAROMETER.

Farmer Grimes was ill, so the doctor was called in to see him. He informed Mrs. Grimes that her husband was in a serious condition, and that she must take his temperature every morning.

Mrs. Grimes, not knowing the difference between a barometer and a thermometer, used the barometer to take her husband's temperature.

When the doctor called next morning the first thing he asked was whether she had taken the invalid's temperature.

"Yes," she replied, "and the indicator pointed to 'dry,' so I gave him a drink!"

Men find it hard to say "no." With babes, however, it is about the first word they learn.

Stafford's Inks

Mucilages and Paste are Made in Canada

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9, 11, 13 Davenport Road, Toronto

S. S. Stafford's Inks

FINCH'S
PATENT
Fly Tape
The perfect 5c
FLY CATCHER
3 in. Tin Case.

Write for samples
Ed. Kidd & Co.
1090 Hamilton St.
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AGENTS WANTED.

Stay at home while you study Pharmacy. We teach you by mail We give you the same instruction that you get at college.

Our course is adapted to the individual needs of Canadian students who contemplate a change into the States or take Pharmacy board examinations. Hundreds testify to the great value of our course.

Write for our prospectus and particulars. Our terms are easy.

The Ohio Institute of Pharmacy, Columbus, Ohio

Pure Medicinal Chemicals

In medicine "the best is none too good"; the

MALLINCKRODT CHEMICAL WORKS LTD.

St. Louis **Montreal** **New York**

are among the largest manufacturers of medicinal chemicals in the world.

"M. C. W." (Mallinckrodt) products are recognized as the highest standard of purity through the United States and Canada and other countries where they have been introduced.

"M. C. W." chemicals used in prescriptions, insure satisfaction to the physician, patient and dispenser.

"M. C. W." chemicals cost no more than other brands and should be given preference by careful discriminating pharmacists.

Price lists mailed free to any druggists desiring them.

Formulary

Compound Prune Laxative.

Prunes	2 pounds
Sugar	5 pounds
Aromatic fluidextract cascara	1 pint
Aqueous extract senna	1 pint
Spirit of lemon	2 ounces
Saccharin	1 dram
Water to make	12 pints

Boil the prunes in water for 15 minutes and add the remaining ingredients. Dose for an adult one to two teaspoonfuls.

Compound Resorcin Ointment.

Resorcin	110 grains
Bismuth subnitrate	110 grains
Zinc oxide	140 grains
Birch tar oil	70 grains
Distilled water	110 minims
Lanolin	560 grains
White soft paraffin, enough to make	4 ounces

The resorcin is dissolved in the water before mixing with the bismuth subnitrate and zinc oxide.

Cod Liver Oil Jelly.

Pure gelatin	½ ounce
Water	4 ounces
Syrup	4 ounces
Cod liver oil	8 ounces
Oil of cinnamon (or coriander, etc.)	to flavor

The gelatin should first be dissolved in the water, the latter having been previously heated to boiling. The syrup, cod liver oil and flavor are then to be added, the receptacle placed in cold water, and the mixture beaten for five minutes and then allowed to solidify.—Medical World.

Syrup of Hypophosphites Cloudy.

Calcium hypophosphite	64 grains
Potassium hypophosphite	24 grains
Iron sulphate	21 grains
Manganese sulphate	16 grains
Quinine sulphate	7 grains
Strychnine sulphate	1 grain
Glucose syrup	8 oz. av.
Simple syrup	8 fl. oz.
Water, enough to make	16 fl. oz.

Dissolve the calcium and potassium hypophosphites in 2 fluidounces of water. Add to 1 fluid ounce of the water 3 fluidrachms of the syrup, and dissolve in the mixture, by the aid of heat, the remainder of the salts. Mix the solutions, set aside for a few hours, filter into a bottle containing the remainder of the syrup, wash the filter with one fluidounce of boiling water; to the liquid add the glucose and then enough water to make 16 fluid ounces.

Mandl's Throat Paint.

Iodine	6 grs.
Potass. iodid	20 grs.
Oil of peppermint	5 mms.
Glycerin to	1 oz.

Wart Paint.

The following formula is given for a wart paint in a German medical journal:

Chloral hydrate	6 parts
Acetic acid	6 parts
Salicylic acid	4 parts
Ether	4 parts
Collodion	15 parts

Apply with a camel-hair pencil.

Albumin Milk.

Brady (Journ. Amer. Med. Asso.) recommends the following formula for preparing albumin milk

Sweet, whole milk	2 pints
Essence of pepsin	4 drams
Fat-free buttermilk	1 pint
Maltose dextrin	enough
Boiled water	enough

Bring the milk to a boiling temperature; cool to 100 degrees F.; add the essence of pepsin; and allow to curdle. Pour off the whey and drain the curd in a muslin bag for two hours. Place the bag containing the curd in 8 ounces of the water previously cooled. Remove as soon as saturated letting the surplus water drip back into the unabsorbed portion. Place the curd in a sieve; add the buttermilk; and pass the curd through the sieve three or four times. Wash the adhering curd from the bag in the water used previously to soak the mass. Pour this water into the sieve; add enough water to bring total volume to 2 pints and add the desired quantity of maltose dextrin.

Bath Salt (for Obesity).

Sodium bicarbonate	4 parts
Sodium acid sulphate	6 parts
Oil of lavender	sufficient

Dry the salts, reduce to a fine powder, and incorporate sufficient oil of lavender to perfume, usually about 1 dram to 10 pounds of mixed salts, mix thoroughly and put up in air-tight containers. Four ounces of this mixture are sufficient for the average bath of 25 or 30 gallons of water, which should be as hot as can be borne.

Disguising the Taste of Quinine.

The Boston Medical and Surgical Journal offers the following formula for a palatable and readily absorbed quinine mixture:

Quinine sulphate	4 grammes.
Citric acid	10 grammes.
Syrup	1 c.c. (mil.)

PUTTING THE ROAD-SIDE WEEDS TO USE.

By Felix J. Koch.

Commonest of all roadside weeds perhaps is the pokeweed. "Pokeweed," says the government expert, "is common in the rich moist soil, along fences, margins of fields and in uncultured land, from New England to Minnesota, south to Florida and Texas. It has been naturalized in Europe, and is there regarded as ornamental.

"The berries of the pokeweed are collected when fully mature, about two months after flowering, and the clusters carefully dried in the shade. Poke berries have no odor, and the taste at first is sweetish, then acrid. They are poisonous.

"Used medicinally, they have alterative properties, and are used in treating various diseases of the skin and the blood. They act upon the bowels and also cause vomiting. The root is likewise used in medicine and is at present official in the U.S. Pharmacopoeia. The price of the pokeberries ranges from 3c. to 4c. the pound."

Almost as prolific and quite as easy to gather on a country-side outing is the mustard, both the black and the white.

"Black mustard," we find, "has been introduced from Europe and is a common weed in cultivated ground and waste places almost throughout the United States, being especially troublesome in grain fields and pastures. Both black and white mustards are cultivated on a commercial scale in California.

"When the pods of the black mustard are nearly ripe, but before they are ready to burst open, the tops may be pulled. These pods should then be placed on a clean dry floor or shelf, allowing them to mature and dry out, when they will spring open and seeds can be shaken out.

White Mustard.

Gathering Sumach.

"When collected, or even when it is powdered, as in its dry state, mustard has no odor whatever, but as soon as water is added, when it is ground and strong, penetrating mustard-odor is developed. Mustard has a sharp and pungent taste.

"Black mustard is very much used as a counter-irritant, being applied to painful surfaces in the form of a poultice, causing reddening of the skin and blistering, if kept on too long. It is also used internally for its emetic and laxative action.

"Black mustard-seed brings about two to four cents the pound."

"The seeds of the white mustard, again, are collected in the same manner as those of black mustard. Uncle Sam's expert tells us, i.e., the fruiting tops should be gathered before they are fully ripe and placed in a clean place to mature and dry, after which the seeds can be easily shaken out.

"White mustard-seed is likewise used in the preparation of plasters and poultices, and, internally, for its laxative and emetic properties. Like black mustard, these seeds do not develop the mustard odor until water is added, when they are ground; but it is not as pronounced in these, neither is the taste as pungent. The price is about the same as for black mustard, ranging from 2 to 4 cents a pound.

"Radiant along the road-sides, too, is the sumac, and that this has its value is good news to many. Smooth sumac, it is claimed, occurs in a dry soil, thickets and waste grounds, nearly throughout the United States and Canada.

"The dried fruit of the smooth sumac," says the expert, "should be gathered while the downy covering is still on the berries, which gives to them their acrid taste. They have no odor, but are very acrid and astringent. Their principle use seems to be as a gargle, in cases of inflamed throat. The bark is also used in medicine. These berries bring about five cents the pound."

Many of the other plants to which value will come as a result of this government publication are familiar to the veriest tyro. For example there is the elder, which is found in rich soil and low, somewhat damp ground, from Canada southward to Florida and Arizona. The flowers and fruits of this are used in medicine, the flowers having been official in the United States Pharmacopoeia in 1890. The flowers should be collected when fully opened, and then quickly dried. They should have a nice yellowish color when dry, not a brownish ash or black appearance. The odor is not very strong in the dried flowers, and the taste is mucilaginous and somewhat bitter.

"Elder flowers are used as a household remedy for their diuretic and diaphoretic properties, and for poultices and ointments, in the treatment of rheumatism, sores, burns, etc. The berries are occasionally used for their cooling, aperient and diuretic properties. The inner bark is likewise sometimes employed in medicine.

"The elder berries bring about 18 to 20 cents the pound."

Close neighbor to the elder bush, usually, is the wild raspberry. The black variety grows along the borders of woods and in rocky thickets, from Canada south to Georgia and Missouri, while the red is found in dry or rocky situations from Canada north to Carolina and New Mexico. The fruits of these plants are collected when ripe and are used principally for their refrigerant and somewhat laxative properties. Their chief use, however, is to furnish a syrup. By allowing the juice of the fruit to ferment, a pleasant wine is obtained, which is much used, in a domestic way, for bowel complaints.

The Worm Weed.

The wholesale price of dried raspberries may range from 25 to 30 cents or more the pound.

Even the despised jimson weed and the mullein are found use for. With the mullein it is the flowers that are used medicinally, the corollas, that is, the other parts, being discarded. These are collected when fully open, but before the petals are ready to drop. The mullein is then used for the relief of coughs and catarrh, and also for diarrhoeal complaints. Mullein-flowers are listed wholesale at from 70 to 80 cents a pound.

With the Jimson weed the capsules are cut from the plants when fully ripe, but still green. These capsules, or seed-pods, should then be dried, and, after a few days, they will burst open, when the seeds can be readily shaken out. The seeds should now be thinly spread out and carefully dried. Jimson weed (or stramonium) seeds are poisonous, and are used principally in asthmatic troubles. They bring about six to seven cents the pound.

Black Mustard.

Poison hemlock, worth about 8 to 9 cents the pound, and used for the excited condition of a nervous system, rheumatism, neuralgia and asthma, the familiar wormseed, whose oil brings its $2.50 the pound, wholesale; even the linden berries have value found for them. So, too, with the juniper.

"When ready for shipment," says the Agricultural Department, "the lot should be packed in sound burlap bags or clean boxes. Samples should previously have been sent to drug dealers for their inspection," and with the demand an unceasing one, the average roadside gleaner need have little fear but that a ready market will await his results.

The greatest battle of life is not fought against outside troubles. It is the warfare that must ever be waged against the internal rebels—the desires.

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EARLY TRAINING. WHERE TO BEGIN.

By D. Chas. O'Connor.

Of the fifteen success qualities, namely, health, character, honesty, ability, initiative, judgment, energy, enthusiasm, persistence, concentration, self-confidence, thrift, sincerity, imagination and open mindedness, which we discussed in the last two articles, one, that of judgment, must be used in answering the first question of early training, where to begin? Right here let me caution you against the common mistake of answering that question by saying to yourself, "Oh, I suppose it don't make any difference where I begin so long as I begin somewhere." This seems to be about the position most people take in everything, and in accordance with that position the boy is turned over to the cheapest music teacher in town for his early music training—to the cheapest artist in town for his early training in painting—to some old fogy storekeeper on a side street for his early training in merchandising.

This false idea is carried out in nearly all amateur entertainments. Instead of engaging the best orchestra in town to steady the amateurish and wobbly singers, almost invariably a picked up amateur orchestra is engaged and the show is pronounced punk, rotten and real bad. How could it be anything else? I have met so many people with that false idea and have seen so many fiascos resulting from it that I want you to steer clear of it. Get into the best store in town. The one where

J. C. Wilkinson
One of Toronto's Successful Druggists.

you will have the most work and get the best training. Let somebody else get into the has-been store in some out-of-the-way place in the town. Don't make a punk beginning. It will take years to overcome such a handicap.

Obedience.

As obedience is the first duty of the soldier, so should it be the first duty of the drug clerk. From the first day you enter a drug store make up your mind to obey your superiors.

When you are told to do a thing do it right there and then. If the task is easy, putting it off makes it hard; if hard, putting it off means that you won't do it for you have made it impossible. A proprietor would rather do a job himself than ask a clerk twice to do it. You ought to feel cheap if your proprietor ever has to do a job that he asked you to do. His time is needed for big things, not for little details that belong to you.

Store rules should be implicitly obeyed. They were made for just that purpose and the results depend on obedience. Another rule, which might be called an unwritten rule, as some proprietors never mention it, though all expect it, is this: Never reveal to an outsider what goes on in the store. Every store has trade secrets and private business which is not intended for outside ears.

System.

Your second duty of early training is system. First find out from the proprietor the duties of your position. Have him outline every duty that belongs to you in the regular store routine. Insist upon that. When you get that you have a foundation to work on. Now, make a plan of your work, assigning duties in the order of their importance. Have a certain time of day for each daily task and a certain day of the week for each weekly task, such as washing or trimming the show window, polishing the soda fountain, cleaning the shelf-bottles. Whatever work falls to your lot in the cellar do it while all the store force is on hand. Don't put it off or try to do it when the other clerk has his afternoon off or while he is at dinner, or during rush periods; for at those times you are probably needed on the counter or at the soda fountain.

Time after time I have seen drug clerks start for the cellar to make chocolate syrup the very minute the other clerk started for dinner. He could just as well have done that early in the forenoon and done his front store arranging during the other clerk's dinner hour. After all, your work is what you make it. If you systematize it correctly, do it cheerfully, do it as if you were working for yourself, then it will become a pleasure rather than a drudge.

Another point in your system should be—always put things back where they belong. When you take down a shelf-bottle, stock bottle, stock box or stock can, always put it back where you found it. If you happen to empty the bottle or can, fill it.

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TORONTO MONTREAL WINNIPEG

Don't ever leave it for the next man to do. I'll tell you why that is important. As sure as you do that, so sure is it that the next call for that article will come from a customer who is in a hurry to catch a car or a train, and cannot wait for the bottle or box to be filled, which in many cases means a trip to the stock room, a climb to the top shelf, or a five-minute hunt to find the reserve stock of the article. By the time it is found the customer is gone. A situation like that makes a proprietor wild.

Another bad habit is for clerks to leave stoppers out of bottles, covers off cans and barrels. A keg of epsom salts or a can of petroleum gets filled with dirt, paper, straw, and dust when the covers are left off. Deliquescent and efflorescent salts spill quickly when the stoppers are left out of the bottles.

Don't leave any of your work unfinished. Complete one task before starting another. Systematize your time so that your periods for study and reading the drug journals will not interfere with your regular duties. When you plan your work systematically it comes easy to you. You can do it naturally.

If, when you go to bed at night after a good day's work, systematically planned and completed, you don't feel better than if the work was done in a haphazard, I-don't care how-I-do-it style, I miss my guess.

Accuracy.

To be accurate in all your duties is one way of showing your loyalty to your employer and winning his confidence. Accuracy acquired in early training will benefit you for all time.

Employ accuracy, first, in your sales records. If you are assigned a drawer in the cash register see that it always comes out even. Take pride in handing in your sales slip balanced to a cent. Be careful to charge goods sent out on credit and to record money received on account. This should be done the minute the transaction is made, not five minutes later. If you put it off you will forget it.

A lot of trouble is caused by clerks taking money from the customers without looking at it. Then there is a squabble over the change. To avoid this, when the customer hands you money, state the amount of coin or bill. For example, if he buys 69 cents worth of goods and gives you a two dollar bill, say, "Two dollars, 69 cents out." Then if you misread the bill he can correct you before you put the bill in the register. Street railway companies require conductors to state the amount of the coin or bill presented for fare, and request the passengers to do it. I notice that many stores I have been in lately have adopted this system. It prevents to some extent taking plugged, worn, lead and mutilated coin. When you look at a coin closely as it is first handed to you, you are pretty sure to see whether it is all right or not. Two dollars' worth of worn, plugged and mutilated dimes found their way into my cash register in a period of three months. The ones that were worn on one side only were taken by the bank, but I had to stand the loss of those worn on both sides.

You will find it a great source of satisfaction to have your accounts accurately kept. In the New York Clearing House, where many banks settle their balances, absolute accuracy is required. The settling clerks are allowed a half hour to arrange their tickets and add up their columns. Forty-five minutes from ten o'clock are allowed for completing the proof. The fine for errors is three dollars each up to $1.15. For all errors remaining undiscovered at $1.15 the fines are doubled, and at 12 quadrupled. Even though you are not fined for errors in your cash accounts you ought to be just as accurate as if you were.

Secondly, use accuracy when weighing candy, drugs and chemicals. Down-weight takes the profit off. Down-weight on candy often causes a loss of from 18 to 25 per cent. This is an actual fact. I tested it in my own store on several occasions, and I know of a store in a city of 150,000 population where it was tried out, and the loss in the latter case was 20 per cent. You are not to be stingy in weight, but get it just as accurately as the kind of goods you are selling will allow.

I know of one case which was talked about so much that it got in the papers. A young lady went into a store to buy some nougatines. In weighing them the clerk noticed that the number of nougatines in the scale pan didn't quite bring the scale down, but another nougatine would make it overweight; so he broke a nougatine in halves, put one half into his mouth and threw the other half into the scale pan. Of course the young lady was indignant and that act of the clerk did a lot of harm for that store. Don't cut old-fashioned chocolates or break nougatines to get the exact weight. That is splitting hairs too finely, but use great care to prevent down-weight losses.

Thirdly, accuracy in handling goods must be observed. Everything you handle in a drug store requires care. That is, you must be sure that you have the right article called for; then, again, dainty goods must be handled carefully and with clean hands, especially stationery, fancy cards, and holiday goods. In the former case, if not done accurately a serious mistake may occur, and in the latter case a serious damage to the goods, rendering them unsalable or salable only at half price.

Opening boxes and unpacking goods should be done carefully, and the number of packages checked with the packer's slip enclosed in the box. This training for accuracy will prevent goods from being thrown out with the excelsior, and from breakage through indifferent handling. I have seen clerks handling goods as if they were handling coal

or lumber. Goods represent money and should be handled just as carefully.

Fourthly, accuracy in labeling. How easy it is to get the wrong label on a bottle or package. The first thing is to be sure that you get the order right. It is best to repeat the order after the customer gives it. This will give him a chance to correct you if you don't get the order right, and it saves asking him twice. Some customers don't like to be asked twice.

Then, again, so many articles have similar sounding names that by repeating the order you make sure which they mean. I know of a case where a clerk put up an ounce of Tr. Iodine. The lady brought it back and complained to the proprietor, claiming that she asked for Tr. Iron. The clerk, upon being questioned, stated he understood her to plainly say Tr. Iodine; so he put up that and labeled it Tr. Iodine. It was fortunate that he labeled it correctly for it prevented the lady from using it. If he had only repeated the order he could have found out for sure whether she said Tr. Iodine or Tr. Iron.

When you take an order for a customer repeat it, then keep your mind right on it until you have put it up and properly labeled it. Here is an actual occurrence. A lady asked for two ounces of paregoric. The clerk got the bottle, went to the front store, took down the laudanum bottle—which is next to the paregoric bottle in most stores—filled the two ounce bottle and started for the back room. The proprietor saw him do it and waited to see if the clerk would notice his mistake when he went to label it. Well, he didn't. He put the paregoric label on the bottle of laudanum and started to give it to the customer. Just then the proprietor called him back. That clerk had been in that store six years, but he had that habit of letting his mind wander from his work. Shortly after this occurrence the proprietor had to let him go.

You will make many mistakes during your early training period, but you can avoid any serious ones by never attempting to do anything that you don't thoroughly understand, by keeping your mind fully on an order until it is filled and delivered to the customer, by repeating the order when the customer gives it. Learn something from every mistake you make, but don't make the mistake twice; the first time it is excusable, the second time it isn't.

Don't be discouraged over your mistakes of early training. Everybody who went before you made them, and so will those who come after you. A good training in accuracy will prevent you from making serious mistakes and will reduce the number of simple ones.

Punctuality.

Nearly every clerk falls down on punctuality. That extra ten minutes' snooze or that "one more roll over on the pillow before I get up," is hard to fight off. Every time you do it, it means that you are just so much late. If you allow the habit to grow on you it soon becomes chronic, and before you know it you have become a "chronic late" clerk.

If it is your duty to open the store at 7, open it at 7, not at half past seven. You are not fooling your boss when you are a half hour late every morning. Several customers tell him about it. Taking overtime for meals is another bad habit that is chronic with many clerks. Fifteen minutes extra one day, twenty the next, probably an hour the next, without any reasonable excuse.

I worked in a store several years ago where the head clerk was a model for punctuality. His dinner hour was between 12 and 1. Every day, without fail, as the whistles blew for one o'clock, the front door opened and the head clerk came in. There was no need of looking to see who it was. I never admired that clerk's disposition, but I did admire his punctuality; he was certainly a star on that.

In the New York Clearning House punctuality is insisted upon. Each bank sends two clerks to the clearing house every day. They have to be in their places at 9.40 a.m. When the manager strikes a bell at 9.58, any clerk not in his proper place at that time is fined $2.00. At 10 o'clock clearing begins. As tardy clerks would interfere in a great degree with the operations of the Clearing House; so they do in a lesser degree in a drug store. If you are late in the morning your early duties are put back so they run into other duties. If you are late at meal time, perhaps customers are lost, or the fact of your being late calls another clerk from some special work to wait on some customers that you could have waited on. "Chronic late" clerks upset the store routine.

With a little practice and a little strength of will-power you will find it easy to be punctual. You will feel better for it yourself, and I can speak for your employer and say that he will feel better towards you. Punctuality is a good habit to form in your early training.

Saving.

The habit of saving is a good habit to acquire even if your salary is very small during your early years in a drug store. Your four dollars a week may be absolutely necessary for helping your family, but there are few cases where some part of it cannot be saved. If you only save ten per cent. of it, that would be worth saving. Forty cents a week amounts to $20.80 a year. Never mind how small a sum you are receiving, save some portion of it.

No matter how pressing the needs of a family every boy is allowed a little spending money. I do not mean to advise you to save in a miserly way. That would be about as bad as being shiftless.

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McLAUGHLIN "HYGEIA" Sanitary Soda Fountains help you to accomplish this. They enable you to wait on your customers quickly and well.

They are used by the most up-to-date confectioners and druggists in the British Empire. Why not enquire? It costs you but a postage stamp and means $'s to you.

J. J. McLAUGHLIN Limited TORONTO EDMONTON

Have as good a time as you can on your small means, but always have your income exceed your expenses. Save regularly rather than spasmodically. Save so much a month or save a stated percentage of your income.

If you are a four-dollar a week clerk you can't keep up the pace with a twelve-dollar clerk. Choose your associates and your pleasures carefully, and if the pace is too fast for your income, drop out. Don't try to keep up by borrowing money until pay day or asking for your pay in advance. Keep your expenses down. "Trim your sails to suit the wind" is a good motto to follow. If the wind don't happen to blow very strong your way at first, perhaps it will later on. By that time you will be so benefited by experience that you will know just how much sail to carry.

Don't burden yourself with debts at the start, teach yourself control; it will teach you to stop and think before spending money; it will teach you how to get the best returns from the money you spend. With postal savings banks now in force it is easy to deposit a dollar there and it is perfectly safe. The savings banks pay a higher rate of interest and are practically safe.

When I was a boy I used to pick blueberries during vacation. I would pick ten quarts in the mornings, and at 11 o'clock would start from the pasture to the savings bank. I always sold the last quart at a house two minutes' walk from the bank. The ten quarts at ten cents a quart netted me a dollar; so I took the dollar to the bank before going home for dinner. I always remember what the cashier told me after I had gone there several days with a dollar. He said, "Young man, if you can keep this up and bring a dollar here every day you will be a rich man some day." I did keep it up during the berry season, and with money earned from peddling papers I managed to save $500, which came in handy when I started in business.

The National Cash Register Company publish in their bulletin a unique example to illustrate a selling point for their registers. It is this: "The compound interest on one penny from the time Columbus discovered America until the present day would equal the amount of the national debt, $925,000,000. The compound interest on pennies you are losing from day to day through carelessness would amount to thousands of dollars in your business life time. It would amount to pay for at least one, and maybe two, comfortable homes."

If pennies have such value, just see what the value of a half-dollar or a dollar would amount to in a long period of years. Bank one dollar—$6 a week—for one year, and leave it to stay for thirty years. At 3 per cent. compound interest this will amount to $758.16, at 4 per cent. compound interest this will amount to $1010.88.

Daily Savings	In 5 years Amounts to over	In 10 years Amounts to over
5 cents	$100	$ 225
10 cents	200	450
25 cents	500	1100

Try to save at least ten per cent. of your income.

Appearance.

How few clerks realize the importance of their personal appearance. Do you know that when you first start working in a drug store one of the first things your employer notices is your appearance? Well, he does. If you make a neat appearance, with clean linen, neckwear, store coat, and a careful make-up in general, your stock goes up. If your necktie is carelessly tied, your hair poorly combed, your store coat unbottoned or minus a couple of buttons, or covered with spots, or if you have a don't-care style of make-up, your stock takes a drop in your employer's estimation.

Then, too, the customers always criticize a new clerk. If he is sloppy in appearance they tell all their friends about it. If neat in appearance, they emphasize it to everyone they meet. "That new boy in Freeman's drug store is a neat chap. He is as slick as a pin all the time. He seems to take a great deal of pride in his make-up. He ought to make a good boy for Freeman." That is about the way they talk.

Just as merchants are particular about their show windows and realize the value of presenting a good front to the public, so should you realize the value to yourself and your employer by putting a good front to the customers by your neat appearance. If you only knew how quickly customers spot an untidy clerk, you never would allow yourself to ever look anything short of immaculate. You can be neat, clean, tidy, without being flashy. The flashy, dashing, sporty style of a drug clerk doesn't take. That style always prompts the question, "How can he ever dress so well on his salary? He must be a $4 or $6-dollar-a-week clerk." Cut out the red tie, checked pants, sporty shoes, loud vest, and use a gentlemanly, conservative make-up, more in keeping with your position.

Many cities and towns are spending immense sums to improve their appearance and present a better front to visitors and to the traveling public. A neat appearance is considered an asset measurable in dollars and cents for any town. So, if you are neat you have an asset of value. A neat, tidy drug clerk will appeal to a customer or a transient just as quickly as a neat town with clean streets, tidy parks and uniform buildings. Shakespeare's quotation, "Of thy apparel (clothes) beware, for the apparel oft proclaims the man," should be your guide.

Treatment of Customers.

A store's business nowadays is built upon a service to the customer. You must realize what

part you are to play to attain this end. In your duties to the customer in your early training you are limited to waiting only on those whose wants you can understand. If you don't understand their orders don't guess at what they mean, but send the clerk above you to wait on them.

If they want fancy goods or rubber goods, or miscellaneous goods on which you are not posted, call the head clerk and listen to the way he answers the customer's questions about the article, and his method of making the sale. After watching him a few times and getting points from him you will soon be able to wait on a customer in certain departments of the store. Don't try to gain this experience at the cost of losing sales, which you probably would do if you attempted to sell side line goods that you knew nothing about.

It is a good plan to learn the price of the articles frequently called for. Put them down in convenient arrangement in your own note book.

I remember when I first worked in a drug store the prices bothered me a good deal. "What do you get for Kemp's Balsam?" I always had to say "Just a minute and I will look and see what our prices are." After standing this for several months I made up my mind that I would be able to answer a customer's question about prices without having to ask him to wait until I looked it up.

On the head clerk's afternoon off I had to stay in the front store all the time to help the boss out. I took advantage of every spare minute to jot down prices of the drugs and medicines. One afternoon the boss said to me:

"What are you putting down in that book?"

"I am writing the names and prices of the drugs and medicines most frequently called for."

"What good will that do you?"

"It will do me just this much good; when a customer asks me the price of an article now, I have to keep him waiting until I can look it up. I always feel that he thinks I don't know much about the stock or the prices. When I get this list completed I will be able to answer every question about price right off the reel." The boss thought a few minutes and then said:

"Well, that is a good idea; I never thought of it in that light. I have been wondering for several weeks what you were trying to do with that note book."

It wasn't long before I had that note book memorized so that I could reel off articles and prices as readily as the drummer when he tells his little story about his goods. You will find such a note book a great assistance. It saves the customer's time as well as your own. It helps you to locate the different articles in the store. The minute you quote the price to a customer it flashes through your mind just where that article is, be it box, can, drawer or section.

In addition to learning the price and location of articles, learn the customer's name. Customer's like to be called by name. Oftentimes they don't know the new clerk in a store and they say, "Well, I wonder how that clerk at Freeman's knows me. He always calls me by name. He steps quickly to wait on me as soon as I get in the store. He is polite and always neat. He certainly knows how to approach customers. Whoever he is he must have had a good bringing-up.'

If every clerk in a store calls a customer by name, that customer feels at home and at ease in that store. It has been clearly demonstrated in many test cases that persons trading in a store like to be called by name. Many proprietors train their clerks to call their customers by name.

Another point, though small, is important. Do not take the customer's money first. If a customer puts ten cents on the charge stand for an ice cream soda, don't grab that money and ring it up in the register. Serve him first, take the money after. It looks bad to see a clerk grab the customer's money the minute it is put on the counter. Many customers pay for an order before it is filled, because they are apt to forget to pay if they don't. But they don't expect you to grab the money the minute it leaves their hands.

Always wait on customers promptly. Start quickly for them, invite them to a seat while they are waiting, use them just as you would like to be used yourself in some store where you trade. When you go to a store to buy a necktie you expect to be waited on quickly and in your proper turn. Customers expect the same of you when they buy soda, candy, cigars, or drugs at the store where you work. Cultivate the "Thank you" and the "Good morning." Many proprietors insist on this. Customers appreciate politeness.

Treatment of customers in early training requires that your part of the best service to the customer is to wait on those only whose orders you understand, turning the others over to some clerk higher up. To learn the price of every article frequently called for and its exact location in the store. To learn to call the customers by name. To wait on them quickly and in their proper turn. To fill their orders first, take their money last. To say "Thank you" and "Good Morning." Other duties will be required of you as you advance.

To sum up—early training in a drug store includes a good store, obedience to superiors and to store rules, doing things when told but once, systematizing your work and planning your duties in the order of their importance, putting things back in their proper places, and leaving no half-finished tasks; accuracy in your sales records, in weighing goods, in handling goods, in labeling goods; punct-

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INTERNATIONAL CONFERENCE ON CITY PLANNING.

Discussion of Transit Facilities.

An interesting topic, and one of great economic importance at the International Conference on City Planning held in May was the improvement of rapid transit facilities in our growing cities. A paper on "Provision for Future Rapid Transit: Subway, Elevated or Open Cut and their Influence on the City Plan" was delivered by J.W. Davies, Consulting Engineer, Brooklyn Rapid Transit Company, and was followed by another paper on "Rapid Transit and the Auto Bus" by John A. McCollum, Assistant Engineer, Board of Estimate and Apportionment, New York City.

The transit problems of the present day have been made difficult by short-sighted city planning in the past. How frequently do we see towns whose central business streets are narrow and congested, while the outlying, residential sections have roadways that are broad and spacious? How universal in our larger cities is the mechanical rule of the thumb lay out of streets in checker-board array, disregarding topography and natural routes of travel! The people of a generation ago can hardly be blamed for not foreseeing the tremendous development of electric traction and automobile traffic that has taken place in the last quarter of a century, but we of to-day are very stupid to go on planning our new cities on the model of the old. The building of skyscrapers is adding to the congestion in the centres of our cities and multiplying our traffic problems in the same ratio that it increases the population on a given area.

In connection with transit facilities, civic foresight must take heed of the franchises, contracts, and vested rights which public utility companies may be suffered to acquire. A franchise may confer a monopoly, but this monopoly should be carefully controlled. Only too seldom are public rights properly safeguarded when granting privileges to large companies. The cities are not alone to blame. For example, legislatures may confer charters upon railway companies giving them the right to locate their lines where they please and perhaps to destroy the most carefully considered city plan because they are not amenable to municipal control. A similar observation applies to telephone and telegraph companies. The whole question of the granting of franchises and of the protection of public interests in relation thereto is a question that urgently requires the thoughtful attention of our public men.

LOOKING BACKWARD.

Daniel M. Grosh, in Midland Druggist.

In the United States no distinction exists between the various terms of apothecary, druggist, chemist and pharmacist, and the absence of such a classification as is made in England is frequently a cause of comment and confusion. In England the apothecary is part of the medical profession with the right to prescribe or practice medicine under certain restrictions, while chemists and druggists are those qualified and licensed to compound and dispense medicines and poisons. The Pharmaceutical chemist passes a higher examination and is also classed higher than the chemist or druggist.

The various state laws of the United States have so jumbled up the statutes in this country that the terms are indiscrimately used and mean nothing. A country storekeeper calls himself a druggist by reason of his patents and proprietaries. The pharmacist may be a druggist and not a chemist. A laboratory worker in a manufactory calls himself a pharmaceutical chemist, while the term chemist may cover anything from the bottle washer to the analyst.

Weighed in the balance of progressiveness, as compared with trades of less educational and intellectual requirements, we are indeed found wanting, and have little cause for self-congratulation or praise. History has certainly repeated itself in the recent legislative and ethical restrictions placed upon the pharmacist in some of our states, and the very conditions that existed several centuries ago and caused one of the most remarkable sources of friction between the medical and dispensing professions still exist as a disturbing element.

The profession of pharmacy as practiced by apothecaries in England some two or three hundred years ago so encroached and trespassed upon the medical profession as to cause what was known as "The Great Physician-Apothecary War" and so remarkable and acute was this disturbance that it has been recorded in English history as a noteworthy occurrence. It is interesting to note that at this period the number of apothecaries in London alone was around one thousand, while in Paris there were only fifty, in Hamburg one, and four or five in Stockholm and Copenhagen.

The frontispiece to the "Doctors' Dispensatory" published in 1657 pictorially represents the apothecary shops of the period and bears a striking resemblance to the drug store of our boyhood days, with bottles on the shelves, sections of drawers, mortars, pestles, stills and working apparatus.

The apothecary of the period was the only authorized pharmacopolist of those days, and it was not until he invaded the provinces of his patron the physician that the friction took place which has been our heritage, throughout the intervening years. The details of this so-called invas-

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GAINED the GOLD MEDAL and GRAND PRIX at Exhibition of the Institut International d'Alimentation and d'Hygiene, held recently in Paris, is just one more link in the long chain of evidence which goes to prove that this delicious sweetmeat is building up for itself an unique reputation in the history of confectionery. Gibson's Cream Toffee—every tablet stamped "Gibson"—is now known to the consumer in the principal countries of the world as the finest product of the confectionery art, and, as such, is rapidly becoming a household word. The number of testimonials Gibsons have received from their Chemist friends is ample proof of this assertion.

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...and the consequences which led to the very peculiar position held by the different members of the medical profession in England at the present day, is little known outside of the professions, the agitation being confined to England solely.

In order to intelligently explain how the apothecary first came to overstep the boundaries of his profession and invade the medical profession, it is necessary to know a little of his early history. As the business of the physician increased, he found he had not the necessary time to prepare the medicines for his patients, so the "prescripts" were sent to persons whom they had taught the science of compounding and dispersing, and whose business it was to serve and make up medicines for and on behalf of the doctor.

The "Accomplished Physician," 1679, states: "It is the apothecary's business to meddle with medicaments only and, in relation to their use, to follow the physician's prescript, and that he may be better able to execute his office he must be instructed to know simples, to select the choicest, to prepare and compound his medicines." The office of the apothecary was originally imported from Italy and France by the "Pepperers" or grocers and the specialists in spices and aromatics were the apothecaries of these countries. The grocers of England were the chief dispensers of medicine down to 1607 when the "Company of Grocer Apothecaries" was formed. Shortly after this the apothecaries separated from the grocers and were incorporated in 1616 as "The Master, Wardens and Society of the Art and Mystery of Pharmacopolites of the City of London," specifying that no person except those of the Apothecaries Co. shall keep any apothecary shop or make, compound or administer, sell, etc., any medicines, distilled waters, compound chemical oils, decoctions, syrups, conserves, pills, powders, organics, plasters or otherwise."

The public, especially those frequently availing themselves of the doctors' services, gradually came to utilize the services of the apothecary directly, and his patrons were mostly people of wealth, outside the section of the physician. A writer of the period states that "The man of the people seldom entered the shop of Master Apothecary, perhaps once in seven years, to purchase a pennyworth of worm seed or a little treacle to drive out the measles or some dregs and powder to make his sick horse drink."

"The man of fashion on the other hand, resorted to the apothecary for every ailment real or imaginary, for his purgations, pills and glisters. If he was sick of a surfeit or came on his face, he must send his vial of urine, his la[illegible] urgeniis, his [illegible] in [illegible], to fill his face. He likewise required drugs for other purposes, certain oils and waters, the cost of which were £10 each time."

Davis in his "Unity of Medicine" dates the invasion of the medical precints from 1618, but towards the latter part of the century the rival body of unlicensed and unqualified practitioners arose in full force in the persons of the apothecaries. The advantages they possessed were not only their knowledge of the preparation of medicine, but were enabled to use for their own purposes the "prescripts" on their books.

Dr. Goddard, the physician to Cromwell, suggested that to combat the invaders, the physicians should do their own dispensing, and recommended for their perusal the "London Dispensatory." In addition to this they sent their subordinates, who were also their apothecaries, to officiate, and thus the apothecary of England was originated and became in addition to his original and only proper occupation of a preparer and compounder, a sort of assistant to the physician. Here again having the advantage over the regular practitioner of understanding his medicines, which it would seem the physician did not, shortly the assistant became the competitor by reason of the public confidence, and also of the comidence of his own powers.

Retaliation began in 1687 by the college voting to give their advice gratis to such sick poor as desired it, and after much agitation on this score, in a few years it is recorded that not only the poor, but many rich and noble persons, had taken advantage of the state of affairs to obtain free treatment.

(To be continued.)

MEDICAL EQUIPMENT OF THE AUSTRALASIAN ANTARCTIC EXPEDITION, '11

The following report from Dr. Mawson upon the medical equipment of the Australasian Antarctic Expedition, 1911, has been received by Messrs. Burroughs, Wellcome & Co.

Adelaide, South Australia,
March 4th, 1914.

Messrs. Burroughs, Wellcome & Co.

Dear Sir,

Australasian Antarctic Expedition, 1911.

I am pleased to say that during the whole course of the expedition every contingency was satisfactorily met by the comprehensive "Tabloid" Medical Equipment supplied by yourselves.

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(Signed) DOUGLAS MAWSON.

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Syrup of orange peel	1 c.c. (mil.)
Distilled water, enough to make	20 c.c. (mils.)

The quantity directed for a dose of the mixture is given in water containing a little sodium bicarbonate.

Liquid Plaster

Canada turpentine	2 ounces
Castor oil	1 ounce
Camphor	¾ ounce
Peroxylin	1¼ ounces
Alcohol	12 ounces
Ether	36 ounces

This combination is recommended, where the necessary amount of medicating ingredient is added, as a convenient substitute for plasters, and more particularly adapted wherever a plaster cannot be employed.

White Liniment.

1.	Ammonium carbonate	19 parts
	Camphor	20 parts
	Oil of turpentine	21 parts
	Oil of origanum	20 parts
	Castile soap	19 parts
	Water to make	300 parts
2.	White castile soap, in shavings	13 drachms.
	Ammonium carbonate	2 ounces
	Ammonium water	4 ounces
	Water	60 ounces
	Camphor	2 ounces
	Alcohol	3 ounces
	Oil of turpentine	13 ounces

Dissolve the soap in three pints of water, and the ammonium carbonate in the remaining 12 ounces of water and the ammonia water. Mix these two solutions. Then reduce the camphor to thin paste with the alcohol, and in small portions add to the soap mixture, agitating briskly after each addition. Then add the oil of turpentine gradually, thoroughly incorporating after each addition and continuing until an emulsion-like mixture results.—Nat. Druggist.

ON PERSONAL MANAGEMENT.

In all well regulated stores the proprietor is the manager of his establishment and of his employees, but in some stores it is too evident that the clerks are the managers of the proprietor. In such case there is something radically wrong, and this business is not what it should be. The proprietor has allowed an element of carelessness or lawlessness to creep in that has undermined his own efficiency. He may have the right spirit, the right incentive and the right ideas, but—he is an easy going fellow and has been negligent in the direction that strikes the hardest. His progress, his energy and aggressiveness are all balked by the nonacquiescence, the disapproval and the disinterestedness of his clerks and he is seriously handicapped in any effort he may make to get out of the rut and away from the regular routine of business. Such a store sometimes needs a general shakeup; it needs new material, new methods and rejuvenation—with a system that will induce it to GO INTO ACTION under a new lease of life. Familiarity has been a factor in its decline. "Familiarity breeds contempt" and has no place in the store business. Cut out the familiarity—but let no assumption of haughtiness, incivility nor air of superiority enter its place. The old saying, "Rule a wife and have a wife," may be more aptly applied to the clerk:—Rule a clerk and have a clerk. Here you will find, you'll have to "start something," but you cannot profitably bring about his metamorphosis with hammer and tongs. You must temper firmness and decision with kindness and discretion; know what you are going to do—and do it. Do it as if you meant it—there must be no hesitation. Be the manager of your own store, but go about it in such a manner that you will command the attention, respect and admiration of your employees. The line of conduct on your part is absolutely essential, or you will be the loser. An ill-used clerk, or one that imagines himself snubbed, ill-treated or viewed with contempt has lost his interest in you and your business, and under the impulse of the moment may do you more damage in a day than you can repair in a month. If your clerks do not respond to your ideas and plans of progressiveness, providing those plans are perfectly good, feasible or legitimate, or if they do not join heartily in your activities, because of the extra work involved—those clerks are retarding your progress and curtailing your powers in the mercantile field—and if you cannot drill them into line and imbue them with the proper co-operative spirit, the sooner you have severed their connection with you, the better it will be for your own business and your own peace of mind. What we value most in any employee is his ability and inclination TO WORK WITH YOU, NOT MERELY FOR YOU. Such an assistant strengthens the institution in which he is employed, and his services become invaluable. With the right material an employer may do much to bring about this condition, himself; with proper care, patience, tact and diplomacy he may, without difficulty, inject his own personality into that of his own employees and mould, in a measure, their actions and temperament to meet the requirements of his own ideas.—Northwestern Druggist.

KENT-McCLAIN AGAIN.

In making recent store improvements Mr. A. Berlangette, of Queen St., E., continues to show his preference for the Eclipse all-glass construction case as made by Kent-McClain, Limited (Toronto Show Case Co.)

Optical Department

Physiological Optics.

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MYOPIC ASTIGMATISM.

Myopic Astigmatism is a condition in which one meridian of the eye is emmetropic and the meridian at right angles myopic. Rays of light entering the eye in the myopic meridian are focused in front of the retina then across, diverge, and strike in a confused condition resulting in a blurred and indistinct outline of the object from which those rays proceed. An eye with myopic astigmatism will have 50.D. of refractive power in one meridian and an excess of refractive power in the meridian at right angles. The cause may be an irregularity in the formation of the cornea, or lense, or a displacement or tilting of the lens, excessive tension on the part of the recti muscles or lids may also be responsible for the presence of astigmatism. Myopic astigmatism is corrected by a minus cylinder axis over the normal or emmetropic meridian.

To test the myopic astigmatism proceed in the usual manner and after excluding hypermetropia, hyperopic astigmatism and Myopia, or correcting that present, the vision will be found to be subnormal. Then by directing attention to the astigmatic chart one set of bars will appear more distinct than those at right angles. Apply successively stronger minus cylinders axis at right angles to the blackest bars until they are all made equally black and white and vision equal to 6-6 or the best obtainable, being careful at all times to use the weakest possible minus lens that will answer for that purpose.

Compound Myopic Astigmatism is a condition in which all meridians of the eye are myopic, but one direction more so than that at right angles. The refractive power being over 50.D. in all meridians. The nearest meridian to 50.D. is corrected with a minus spherical lens, and when this has been found it is advisable to reduce its strength somewhat, say 0.50.D. before applying a correcting cylinder.

The fogging method does not apply in exactly the same way in myopia as to cases of Hypermetropia, because all myopic eyes are fogged for distant vision, and a little caution only is necessary to see that an over correction in a minus sphere or cylinder is not inserted during the testing. In this way the eyes are kept continually fogged to a greater or lesser degree, and the result of the testing more accurate than if an over correction is applied. After testing each eye separately, apply the binocular test and it will often be found possible to reduce the strength of the spherical lenses and still maintain the same vision as obtained by the monacular test.

If with the same lens correction vision is lower in the binocular test than that obtained by the Monocular, Heterophoria is to be suspected and special attention should be given to the muscular balance.

MIXED ASTIGMATISM. Mixed astigmatism is a condition in which one meridian of the eye is above normal in its refractive power and the meridian at right angles below normal or a condition in which hyperopic astigmatism and myopic astigmatism are present in the same eye. The amount of defect present is difficult to ascertain by subjective methods of examination.

Direct the patient's attention to the distant card and it will be found that although plus spheres do not improve vision much they will as a rule make very little difference, and successive stronger lenses should be applied until vision is blurred, then drop back to the last lense that did not blur and direct attention to the astigmatic chart and after determining that a plus cylinder will not improve, minus cylinders are applied axis at right angles to the blackest bars until the lines are all made equally black and white and the reading as clear as possible. The correction in this case is the strongest plus spherical lens combined with the weakest minus cylinder that makes the vision as clear as possible and the bars equally black and white. It will be found that the minus cylinder is of a greater strength than the plus sphere and it must be sufficiently strong to not only neutralize the sphere in the meridian of its strength, but to correct the defect in the eye as well.

In testing mixed astigmatism it will be found, on directing patient's attention to the astigmatic chart, that two sets of lines or bars on different parts of the chart frequently appear equally dark, and the examiner may, if he chooses use the astigmatic chart for the examination. Apply a plus sphere until all bars are blurred, then reduce the power gradually by minus spheres until one set is clear and afterwards apply minus cylinders to clear up the remaining bars. It is also possible to correct mixed astigmatism with a plus cylinder axis in one direction and a minus cylinder axis at right angles. This, however, would be a difficult lens to grind, besides being more expensive and less satisfactory than the sphero-cylinder. The prescription is usually written a plus sphere combined with a minus cylinder.

Cases of mixed astigmatism frequently give considerable trouble in testing because of the varying degrees of sight and the unsatisfactory answers of the patient generally. They will read letters on the card quite correctly, and a few minutes later will make glaring mistakes, while using the same lens correction.

THE STENOPIC SLIT is serviceable in testing for mixed astigmatism. Insert it in the trial frame and direct patient's attention to the distant card, then rotate the slit to the meridian that gives the clearest and most distinct vision, and insert a plus sphere to get the best vision possible, always using the strongest sphere that will apply; then rotate slit to the right angles and apply minus sphere to get the best vision obtainable using the weakest minus sphere that will answer. The correction will be the same strength of plus sphere combined with the same strength of minus, but this must be written in a cylinder and the axis is placed parallel to the last position occupied by the slit.

ANISOMETROPIA. Anisometropia is a condition in which there is a difference in the refractive power of the two eyes. One may be hyperopic and the other more hyperopic. One may be emmetropic and the other ametropic. One hyperopic and the other myopic, or they may both be myopic, but of a greater degree in one than the other. In cases of anisometropia the best eye should be generally corrected first, and it will frequently be found impossible to make a full correction for the eye having the deeper defect, but by applying successive stronger lenses at intervals of from one to three months and a more complete correction for the weaker eye may be obtained. If there is a marked difference in the sight of the two eyes, the one with the lower vision may frequently be improved by excluding the light from the opposite eye for half an hour to an hour each day.

RULES FOR CORRECTING ASTIGMATISM. If astigmatism is present according to the rule, that is, plus cylinder axis 90 or minus cylinder axis 180, a fairly complete correction may be permitted, but if the axis of plus cylinder are at axis other than 90, or minus cylinder at axis other than 180, considerably less than the complete correction and generally not more than one half the strength indicated should be prescribed. This will vary in different cases, and the following rule will serve as a guide: If the sum or difference of the two axis equal either 90 or 180, give not more than 2-3 of the full correction in the first instance, and if the sum or difference of the two numbers does not equal 90 or 180 give not more than 1-3 of the full correction, or at the very outside 1-2 of the full correction indicated, and where a correction as full as 1-2 is prescribed the lenses should be slipped in a trial frame for temporary use around the office before they are made up for constant use by the patient.

Jackson's Point.

ORGANIZATION SPIRIT OF PROGRESS.

The following, taken from an exchange, is quite "apropos" at the present time when the claims of the Canadian Pharmaceutical Association are being brought before our readers :

Not long ago, I had occasion, as a member of a certain board, to visit a state hospital for the insane.

Walking over the beautiful grounds half a mile from the main buildings one morning, I came across an attendant in charge of twenty-five patients.

The attendant was a little chap, a sort of half portion. Many of the patients looked and weighed twice as much.

The comparison aroused my curiosity. I joined the attendant in his stroll, and walked with him for some distance. In the course of our conversation, and I was all questions, I asked :

"What is to hinder half a dozen of these fellows behind you getting together, setting up a job on you and fleeing to the woods ? If they should get you all at once you wouldn't stand a ghost of a show. There is no help within half a mile at least, and you are not armed." (This he had told me.)

The attendant looked at me in severe rebuke, then smiled and replied :

"You belong right here alright, friend. What is to hinder these men getting together and setting up a job on me ? Why, the fact is, if they could get together with anybody or anything, they would not be here. That's their trouble."

The patients were not organized, they didn't know how to organize ; they didn't know the meaning of team work ; they didn't know how to co-operate to bring about the desired result—freedom. And the attendant was safe.

The badge of sanity is the ability to organize.

Organization is a modern policy. The organized man is power, he moves shoulder to shoulder with his brother ; the unorganized man is merely part of a mob, with no chart or compass to guide him.

Organization is what I am to talk to you about this evening—the business and the human sides.

Organization is the spirit of progress and the spirit of progress is the greatest asset a business or an individual can have.

The more people we can work with and for, the bigger and better you and I are.

We are living in an age of organization. Commercial and industrial enterprises, cities, men are thriving upon it.

We are living in an age of organized interests. Men get together, as you have in your convention, to discuss things, to better conditions. They are doing it, as you have done, in the spirit of progress.

Reciprocity, mutuality, co-operation are combined in this spirit, and the greatest of these is co-operation.

Competition may have been the life of trade once, but it is no longer so. Competition died when the inventive genius of American engineers devised machines that will manufacture beyond our present economic wants. Competition, then, became suicidal and destructive and anything that is suicidal is dying—is dead. We have passed through the savage stage, the stone, the competitive, and now we are passing into the co-operative. We will not be here so very long, anyway, and soon Death, the kind old nurse, will come and rock us to sleep and we had better help one another while we may.

The idea of the brotherhood of man is no idle, vacuous dream and this idea of brotherhood is coming about, not through the preaching of ethics or morality, but it is coming about as a matter of self-preservation.

The strength of unity is indisputable. Few things do more to retard the natural progress of a business or of a movement such as yours than a lack of co-operation.

The energy expended on a "tug of war" is not constructive. It is like one man pumping water out of a basin while another pumps it back.

There are two chief reasons for lack of co-operation ; one is that men do not agree on what is best to be done. The other is that selfish motives deceive men into thinking that they can get more by going alone.

The remedy for the first is comparison of views, exchange of ideas, and the establishment of the right idea in the minds of all. The remedy for the second is the knowledge that the common good is also the real good of the individual. Selfishness is often but another name for ignorance. If a man desires to obtain the most good for himself he should know that his legitimate share of a great common good is greater than any possible good he could obtain for himself alone. The narrow minded man fishes with a hook and thinks to have the whole catch for himself. The broad-minded man joins with others in using a seine—and his portion of the return exceeds by far what he might get with the hook.

Co-operation is greater than competition, and we should constantly bear in mind the great fundamental laws of the universe—the law of inter-dependence. There is not a thing in the world which is not dependent upon some other favorable thing or condition. We all need each other, and therefore should co-operate with each other. He who loses sight of this important law is bound to become worthless timber in the sight of the world.

Co-operation is the most effective way to secure the most of what each one desires to obtain.

Simply because one is in the same line of activity as another is no reason why he should attempt to destroy him. A certain amount of mu-

tunity is absolutely necessary to live. Increased consumption is the rule of every line of human endeavor.

There are bigger markets than the world ever offered and there are bigger profits for the man who can eliminate the grouch, get rid of his grab instincts and regulate his gobble and guzzle.

Organization is the spirit of progress.

Don't forget that.

You must stand for progress or fall.

Let your desire be in the combination of heart and soul, brain and muscle, to know what constitutes true success and the willingness to take the patient steps which lead to it, the desire to act from sound motives and the willingness to give up false and temporary success for vital and permanent growth; the eagerness to utilize every wholesome opportunity, the enthusiasm to strive for excellence for its own sake, and the energy to push on, pausing only when victory is won.

With this spirit in your association your development into rich reward is inevitable. It is as natural as for a tree to grow.

Forget price. Don't seek to control the action of the individual. Look rather to benefit from an exchange of experiences and be free with them. Don't be a peanut man. Little peanut men live by themselves. They think they have secrets and they are afraid of somebody getting the secret away from them. The fact is, we only grow as we give, and anybody who locks the world out shuts himself in.

There's a chance in organization to discuss many questions of more or less importance in the operation of business.

ON COMMON COURTESY.

There is nothing that counts quite so much in any store as common, ordinary courtesy and politeness—and it counts just a little more in the drug business than in any other. There is good reason for the statement—that politeness is the foundation of any good business—because when you find a clerk or a proprietor who is unusually courteous, you will also find that he possesses life, activity, accuracy, neatness and all the other attributes that go with it to make up the successful worker. An employer is naturally a better clerk than his employees because he is older, more experienced and has a greater interest at stake, and many people would prefer to deal with him for these reasons—but the proprietor cannot be always in evidence and he frequently feels that his business is suffering in his absence. Courteous clerks are among his most valuable assets. He may be an exceptional business man—a live, wide awake, resourceful merchant—a splendid advertiser and capable of drawing crowds of people into his store—but if his clerks cannot take care of them when they come, or if they wait on them in a desultory, half-hearted manner his customers are either disappointed or dissatisfied; they will not be eager to return and his efforts have been defeated at his very doors, just when the battle was almost won. It is not enough that the customer be merely pleased with his purchase or satisfied with the service. In that case, any other store will do as well when he wishes to buy again. It is better that he be —impressed—then he will look you up and take pleasure in having you wait on him—glad of an excuse to enter your store in order that you may do so. We all know that this is true. People like to be flattered—it is human nature. They like indulgence—they like attentiveness and they like people to be interested in them. They feel especially honored when you do it, and most of us would go quite a bit out of our way to have you do it again. There are several drug stores on the daily route of the average man, and he needs something from some drug store every day. They are all good stores, conducted by good people—but he finds in one of them a man who is better than the rest—and now he passes them all up until he comes to his place. He's the same every time you see him—never familiar, never indifferent, never careless—always courteous, obliging and —interested — a bit of diversion in the day's work. He is the kind of a man that immediately puts one at ease and makes you feel as if you really amounted to something. One always feels honored when that man waits for him, just because he appears to feel the same way himself and one always goes out with a more self-confident smile and an extra hitch in his neck after making his purchase. It's hard for some of us to be polite—for others it is natural and becomes a habit—but it is a point worth cultivating. A courteous clerk is worth double the wages of a grouchy one, no matter how competent he may be in other directions and a courteous proprietor usually conducts the busy store in his community.—Northwestern Druggist.

PETRIFIED MILK.

The vogue of Parisian ivory for fittings for travelers' requisites and toilet articles has its counterpart in the increasing use of ivory and horn substitutes for umbrella handles. The celluloid from which Parisian Ivory is made is not so well adapted to handle construction or embellishment, a solid material being usually required for caps, bands, etc., of the better grades of handles.

European countries, as in the case of Parisian ivory, took the initiative in the production of these substitutes, in fact, most of them used for umbrella handles come from abroad. Among the first and most generally used product of this class is Galalith. It is a solid milky white substance, but sufficiently soft to cut readily and is easily fashioned into any desired shape. In its unfinished state

Serve the Genuine—
Whether Asked for by Full Name or Nickname

Coca-Cola
TRADE MARK REGISTERED

Imitations Are Not Advertised

It's a certainty they're not asked for. Then—it makes no difference how Coca-Cola is asked for—by full name or nickname—the customer knows he wants Coca-Cola and thinks he's going to get it, because *he trusts in your honesty.* Serve the genuine whether asked for by full name or nickname.

You will agree with us—that any dealer who finds loopholes in his conscience by serving an imitation just because a customer nicknames Coca-Cola is adding self-hypocrisy to the desire for ill-gotten gain.

We're creating a demand on *your* fountain for Coca-Cola by an expenditure this year of over $1,000,000 in advertising. Why not accept what we deliver in demand by *keeping* as customers those customers we send you?

—Order From Your Jobber—

THE COCA-COLA CO.

Toronto, Ont.

Whenever you see an Arrow think of Coca-Cola.

Galalith resembles hardened cheese, and indeed cuts like it. When polished the material assumes a finish somewhat like ivory. It can be colored in any shade desired, but is most commonly used in its natural state.

Galalith not only looks like cheese, but is really a petrified product of milk. It is made from casein, which is the principal albuminoid matter of milk.

Some interesting information is furnished in a recent consular report from William H. Hunt, at St. Etienne, France, where the casein industry flourishes. He says:

For producing casein a solution of concentrated sulphate of magnesium is added to the milk; compact flakes are precipitated and dissolved again in pure water; the product is filtered and the casein precipitated by acetic acid.

Thus obtained, this matter is of a whitish or yellowish color, insoluble in water and alcohol, and soluble in alkalies and alkali carbonates. It is the presence of these latter in the milk that allows the casein to remain for the most part dissolved.

After centrifugation the milk is placed in large vats where the casein is coagulated, with rennet or an acid or, more simply, by allowing the coagulation to form itself. Casein coagulated by rennet is precipitated by sulphuric acid; that coagulated with an acid is precipitated by hydrochloric acid; that allowed to coagulate spontaneously, by lactic fermentation, is left as it is.

According to the uses to which it is to be put casein undergoes mechanical and physical treatments with a view of transforming it into powder, or thoroughly purifying and drying it to facilitate its preservation. Very recently casein was obtained by electrolysis, as follows:

In the middle of a large vat full of skimmed milk heated to a temperature of 80 degrees C., a porous vessel is placed containing a 5 per cent. solution of caustic soda; an iron cathode is plunged into the soda, and a rod of carbon, serving as anode, into the milk. The two electrodes are 3 inches apart. By sending through the apparatus a current of a density of 1 ampere per square centimeter (0.155 square inch) of the anode, the phosphoric acid contained in the milk is entirely set free, and the casein precipitates. With a current of 160 amperes under 11 volts it is possible, in 20 minutes only, to coagulate completely the casein from 100 liters (26.42 gallons) of skimmed milk. The caustic soda can be replaced by an equal volume of skimmed milk derived from a preceding operation, the electrodes being displaced in the same manner. With a current of 160 amperes under 18 volts, 10 minutes are sufficient to precipitate the casein of 100 liters (26 gallons) of skimmed milk. This method, due to Mr. Gateau, presents three important advantages:

The production is greater because the weight of casein thus obtained is superior to that obtained by acids or rennet.

The cost price is very low; the cost of the electric power is less than that of acids or rennet, and decreases especially when the current is produced by water or wind power.

Casein thus obtained contains no impurities; foreign elements cannot penetrate the liquid, as the precipitation is effected by the electric current alone.

Vegetable casein, which can be put to the same uses as animal casein, has been extracted on a large scale from the soya bean, which has the following composition: Water, 12.35 per cent.; dust and other impurities, 7.90 per cent.; dry pods, 7.85 per cent.; dry casein, 25.55 per cent.; residues, 29.80 per cent.; oils and fatty substances, 16.42 per cent.

The beans are first washed to rid them of all dust and foreign substances, then dried lightly in the open air. They are then triturated to remove the fatty substances they contain. This is done with the aid of crushers and presses such as are used for the extraction of olive oil. Following this the pulp is triturated between millstones with ordinary water, and a milky liquid is thus obtained that may be concentrated by repeating the operation several times on the same pulp. It is then clarified by means of appropriate filter presses. To separate the casein from this liquid it is heated by means of an alembic placed in vessels furnished with agitaters; coagulation takes place.

The most important use of casein is in the manufacture of galalith (milk stone), which is used in imitation of ivory, tortoise shell, celluloid, etc. As it is noncombustible it has a great advantage over celluloid. It is also cheaper than tortoise shell.

The manufacture of galalith in France was started in the Department of Clarente-Inferieure about 1904. It had an auspicious beginning, thanks to the establishment of co-operative dairies that brought about the erection of a casein factory beside the butter factory of Surgere, Clarente-Inferieure.

Galalith is generally prepared by molding and compressing casein in the presence of formaldehyde. This method, however, does not allow of the manufacture of cakes of more than 25 millimeters (0.98 inch) in thickness, as the effect of formaldehyde does not reach beyond a depth of 12 millimeters (0.47 inch). In order to obtain thicker cakes it is necessary to unite several flakes with isinglass under heavy pressure.

The color of galalith varies according to the purity of the materials used in its preparation. The substance is translucent and receives the most varied tints. It has no bad odor, either in the raw state or after polishing. Heated to a high temperature in presence of a flame, it burns slowly, giving off an odor of burnt horn. Its specific gravity

ranges between 1.30 and 1.35. Rendered malleable, even after fabrication by heating to 150 degrees in a bath of oil or paraffin, it lends itself perfectly to the manufacture of molded wares that are ready for use after cooling and polishing.

A great variety of low-priced articles, such as penholders, frames, purses, and phonograph disks, are made of galalith. It is polished by rubbing its surface, previously coated with vaseline, successively with glass paper, pumice stone, chalk, and lime or tripoli. Owing to its isolated properties, galalith can replace marble, slate, wood, and fibre in making of interruptors and other electrical appliances. Compressed, it can be worked on as easily as ebonite and is used for the making of plates, rods, and tubes of all dimensions. Galalith is also used as a chemical fertilizer instead of short wool or burnt wool. Experiments have shown that it is more active after five months in the soil than wool.

Casein is extracted for the manufacture of galalith in three important factories situated at Levallois-Perret, near Paris (Zirn process) ; near Hamburg, Germany ; and at Vienna, Austria (process of the Vereinigte Gummiwarenfabrik). Factories are increasing in number day by day by reason of the great success of the first enterprises and the numerous markets open to this substance. In 1910 about 200,000 kilos (440,000 pounds) of casein were transformed into galalith at Surgere, where 35 dairies bring their milk to the casein factory. The residue, containing a large proportion of lactose, is returned to the dairies where it is used as food for pigs. Sixty liters (15.85 gallons) of skimmed milk furnish 1 kilo (2.2046 pounds) of galalith, worth $0.35 to $0.53 a pound, according to its purity and the form of the manufactured article.

Several different substances having the same properties and the same origin as galalith are known and manufactured. One of these, recently launched at Vienna, consists of a mixture of pulverized casein and vegetable oils ; if gum, rosin, or other coloring matter and isolating substances be added to the mixture, products similar to ebonite are obtained.

O.C.P. COLLEGE YELL.

Asafoetida, Iodoform, any old smell,
Listen, Listen, to the S. C. P. yell,
Chemistry, Botany and the B. P.
We're the students of Pharmacy !
Iron, Aconite, Aloes and Squills,
We're the boys that roll the pills,
Shake them, take them, Sis-Boom-Bah !
Pharmacy ! Pharmacy ! Rah ! Rah ! Rah !

Hides, skins and feathers worth $619,875 in 1912, and $576,820 in 1911 were imported into Cuba from all countries.

UNIVERSITY OF TORONTO.

Department of Hygiene.

The Provincial Board of Health of Ontario has arranged with the Department of Hygiene, University of Toronto, to supply diphtheria antitoxin at the following low prices :—

	Vial pks.	Syringe pks.
1,000 units (1,300)	.25c.	.35c.
2,000 units (2,600)	.50c.	.60c.
5,000 units (6,500)	$1.25	$1.35
10,000 units (13,000)	$2.50	$2.60

In each case the package contains an amount of antitoxin 30 per cent. in excess of that stated on the label ; example, 1,000 unit package contains 1,300 units, the 2,000 unit package contains 2,600 units, etc.

Packages are returnable within 12 months.

Druggists and dealers are allowed to add 25 per cent. commission, making the prices to the public :

	Vials.	Syringe.
1,000 units	.30c.	.45c.
2,000 units	.60c.	.75c.
5,000 units	$1.55	$1.70
10,000 units	$3.10	$3.25

The Department is also prepared to supply :

Tetanus Antitoxin.

1,500 units—vial package (not returnable) 60c.
1,500 units—syringe package (not returnable) 75c.

Horse Serum.

Fresh normal horse serum—bottles of 50 c.c....$1.00

Anti Meningitis Serum.

In bottles of 20 c.c. each.....$1.50. Not returnable.

Terms net cash. Accounts collected by Bank Draft. Telegraph orders received.

Address—Dept. of Hygiene, Medical Building, University of Toronto, Toronto.

THE AD KILLER

The man who stops his little ad,
Is not so very wise, be dad !
Because his advertisements tell
The public what he has to sell.
And if his ad. is not on deck,
The people pass him up, by heck !
And none of them will hesitate
To trade with merchants up-to-date.
To stop your ad, we would remark,
Is just like winking in the dark—
You may know what it means, but gee !
Nobody else can ever see.
So do not for a moment think
That when you cut out printer's ink
You're saving money on the side,
'Tis merely business suicide.

—Exchange.

Photography

A PORTRAIT LENS OF ELEVEN INCHES DIAMETER. A LENS THAT SEES AROUND CORNERS.

A gigantic lens of eleven inches diameter and aperture f-4.2 has recently been constructed by J. H. Dallmeyer, Ltd., at Willesden, for the use of a photographer in Egypt who wishes to secure life-size pictures in natural perspective. The theoretical design presented considerable difficulties as the standard of definition in the final picture required to be of as high an order as in the case of a small lens. Aberrations which increase as the focal length increases have therefore to be remarkably well corrected, no easy task with a lens this size. After weeks of calculation the desired form to give the individual lenses was found and the metal tools were put in hand. The design is somewhat similar to that of the well known Dallmeyer Patent Portrait lens, two glasses being in front of the diagram and two behind.

Glass discs of eleven inches diameter are not, as may be imagined, a stock article, and over six months elapsed before the glass makers were able to provide suitable material. The grinding and polishing, fortunately, passed off without incident, and the photograph shows some of the men engaged on the work. The lens itself is seen in the lower part. The overall length is 20¾ inches, width 12¾ inches, flange diameter 16 inches, and the lens complete scales just over a hundredweight. After the best results had finally been obtained, it was thought that it might be of interest to see what stereoscopic effect was obtained by reason of the large glass diameter. This diameter (11 inches) far exceeds the separation of the eyes, and might therefore be expected to produce curious results. The test object which had to be very short on account of the little depth was a thin plate, painted on each side with alternate bands of black and white. These were so arranged that a black band on the right hand side corresponded to the white band on the left hand side. This object was put up about 20 feet from the lens and photographed in four ways.

1. With the lens covered up except for a small hole in the middle.

2. With the lens covered up except for a small hole on the right hand side.

3. With the lens covered up except for a small hole on the left hand side.

4. With the complete lens uncovered.

No. 1 corresponds to a photograph taken with a lens of the same focal length, but small aperture, and Nos. 2 and 3 to photographs taken by shifting such a lens 5 inches to the right and left respectively.

No. 4 is similar to what one might expect to see in a stereoscope using both these photographs.

In No. 1 there is the end on view of the plate only.

In No. 2 there is the end on view and also the right hand side.

In No. 3 there is the end on view and also the left hand side.

In No. 4 there is the end on view and both sides, the whole being combined to form one view.

The photographs thus show the ability of a large lens to see round corners. Photographers have often stated that a large lens gives more roundness and modelling in portraiture, and that perhaps is explained by this property of seeing round corners.

MANITOBA COLLEGE OF PHARMACY.

The Manitoba College of Pharmacy had a very successful banquet a short time ago. Among those present were: Prof. H. Bletcher, H. Rungway, Dr. McLean, C. M. Mays, E. Leonard, E. D. Martin, W. Mylus, C. C. McGlashan, Mr. McMillan, E. Hill, E. Lesage, N. Walkley and others.

Mr. E. D. Martin, in responding to the toast to the wholesale drug trade, spoke of the pleasant relationship that exists between the wholesalers and retailers. He advised students not to be in too great a hurry to go into business for themselves, but get more experience first. Also not to forget the scientific side of pharmacy—study up business conditions, take an interest in organizations such as the Pharmaceutical Associations of the Provinces. Take an active interest in the Canadian Pharmaceutical Association, and attend the convention in Winnipeg this year. Mr. Martin said the change to University was important, and meant a great deal to students and the College. Under the new regime and conditions more time was possible to specialize. He said that it was splendid to know that we had such a teacher as Prof. Bletcher to take a professorship in the pharmaceutical department. He had a splendid mind, quality and heart.

The opposing outside left was a terror. He bundled into an opponent with a savage impulsiveness that spread dismay. At half-time the opposing outside right accosted his captain. "I want you to change my position," he said. "But you're doing well enough," remonstrated the captain, "outside-right has always been your position." "Maybe it has," growled the player, "but, outside right against that joker means no inside left!"

A Word About Packages and Labels.

PEOPLE are very exacting as to what comes from a drug store; not only must the goods be of the best quality, but the packages in which they are put up must appeal to the sense of neatness. The dry-goods clerk, the shoe clerk, the grocer—in fact, salesmen in all other trades—do not care much about the appearance of the packages they send out. A sheet of paper twisted or rolled around the article, a piece of string, and the thing is done; and nothing better is expected. But with the druggist it is different. We wonder how many druggists appreciate the effect of a neatly-tied package or a simple, neatly-printed label upon their customers. And yet we know of people who prefer a certain store to another for no other reason than that the goods sent out of it are neater than those coming from the other. What is true of parcel wrapping also holds for labels. A great deal of improvement is noticeable in this respect within the last twenty years. We remember the fantastic labels sported in many drug stores at the time the Japanese art craze swept this nation. Label makers swam with the stream, and some of their efforts were gorgeous beyond belief—so gorgeous that the lettering on the labels was completely lost in the maze of decorative detail. Labels of this kind are seldom seen nowadays, but they turn up once in a while in some obscure village. The intelligent public would not tolerate such things nowadays.

Have your packages neat and your labels plain.

(National Druggist)

CO-OPERATION BETWEEN PHYSICIAN AND PHARMACISTS.

By George H. Beringer, Ph. M., President of the A. Ph. A.

When my friend, Mr. Otto Raubenheimer, invited me to be present at the opening meeting of this Drug Trade Exhibition and Conference, he requested that "I give a little talk on co-operation between physicians and pharmacists." You thus see that he gave me a theme on which to address you and likewise, he assured your comfort as he restricted the time so that I could not distress you either by the length of depths of my remarks. I shall endeavor to adhere as closely to the topic assigned to me as does the average pulpit discourse to the text announced.

The word co-operate is derived from the Latin "Co" equal together or with, and "operari" work, and its shortest definition is to work together. Co-operation is the concerted action of working together of a number of persons to promote some common purpose. It presupposes mutual desire, harmony of views and mutual determined efforts to accomplish some aim that shall be mutually beneficial. Real co-operation can only be realized where two or more persons or two or more organizations are equally earnest and enthusiastic and meet on common ground, and success can only be achieved where the co-operation has a proper ethical foundation and selfishness is eliminated. Commercialism, in the sense of bargain hunting, must be entirely obliterated. You know that it takes two to make a bargain, but only one can get it, and thus the searching for bargains and the seeking of personal advantage is foreign to the true spirit of co-operation. Persons who are continuously looking out for number one become very near-sighted, and their selfish natures preclude the breadth of view that is essential to that higher professional and moral development that is associated with the spirit of co-operation.

The benefits accruing from co-operation between professional and scientific organizations can scarcely be estimated at the time. Each individual member must come in contact with at least some of the emanations, and upon his personal activity in the movement will depend the amount of his absorption and, conversely, determine his professional advancement. By active co-operation with his fellow-members, his store of attainments becomes enriched, his view of life and its possibilities broadened, and his own circle of influence widened. Science is fundamentally the search after truth and the truths evolved by co-operation add materially to the world's store of knowledge and progress and the benefits are not only to the present generation, but to all future time.

In that great division of the world's work which we will denominate as Materia Medica, two branches, medicine and pharmacy, are so closely related that they have been repeatedly referred to as the "sister professions." Every advance in medicine necessitates further study and progress on the part of pharmacy. As examples, the modern surgery, developed in comparatively recent years, since the teaching of Lister and his contemporaries has compelled the pharmacist to study the methods for the preparation of the aseptic materials needed and has, moreover, opened unto him the interesting chapter of Sterilization. The rapid development of the science of Bacteriology and the influence of this increased knowledge upon the practice of medicine demand of the pharmacist the study of the various products of bacterial origin that are now so extensively employed in the practice of medicine.

The physician is dependent upon the chemist and pharmacist for each new drug that he uses. It is their special knowledge and skill that comes to his aid in the manufacture, standardizing and preparation of the proper dosage forms of these remedies so as to assure the best results. There is such a close interdependence between these professions, such as true correlation of their respective aims, needs and services that the thoughtful, progressive members of the profession of medicine and of pharmacy are convinced of the necessity for the most effective co-operation and are desirous of establishing the closest reciprocal relations.

The conditions are ideal for such co-operation, and the time propitious, and the possibilities of the good emanating therefrom are inconceivable. There is much of joint interest, and much that is common ground to both of these professions. The problems in which they are both interested are innumerable, and daily new subjects are being brought forth and new avenues of their common interest are opening to view. There is hardly a drug in our entire materia medica that does not require further study of its chemical constituents, its therapeutic action and its pharmaceutical exhibition. The mine of combined medical and pharmaceutical research has as yet been scarcely opened, and hidden nuggets of golden principles and sparkling gems of truths await such co-operative exploration.

A notable example of the value of the co-operation of these two professions is shown in the latter revisions of the United States Pharmacopoeia. The pharmaceutical conventions of 1820, 1830 and 1840 were composed entirely of delegates from medical societies, so that in the preparation of the earlier editions the pharmacists had no representation. However, the convention of 1840 recognized late the dispensing of medicines was a subject of that a book of formulas and of standards to regu- common interest to both medicine and pharmacy,

*Address delivered at the opening session of the Conference between Physicians and Pharmacists at the New Grand Central Palace, on Friday morning, October 4, 1913.

both of which were concerned in the dispensing. Hence, that Convention authorized the Committee of Revision and Publication, then selected, "to request the co-operation of the colleges of pharmacy in the United States." It is a matter of record that three colleges of pharmacy rendered "valuable assistance" to that committee.

In the pharmacopoeial convention of 1850, delegates of incorporated colleges of pharmacy were present upon invitation and were accorded the same standing as the delegates from medical societies. Thus medicine admitted the necessity for the aid of pharmacy and invited co-operation. Each subsequent edition of the pharmacopoeia has demonstrated more and more the need of chemists, pharmacognocists, botanists and other pharmaceutical specialists on the committee of revision and these have unhesitatingly put forth their best efforts in co-operation with the best efforts of their medical associates to improve our national pharmacopoeia. The result of this joint effort, this earnest and successful co-operation of medicine and pharmacy, is that our pharmacopoeia is ranked as the peer of any of the pharmacopoeias now extant and a competent foreign authority has declared it to be "the autocrat of the pharmacopoeias." The preponderance of the pharmaceutical influence in the latter revisions has been because of the necessity therefor and not through design or ulterior motives on the part of the pharmacists. The value of the unselfish contributions of the pharmacists is reflected in the improvements made and these amply demonstrate the wisdom of the co-operation

As President of the American Pharmaceutical Association, I desire to say a few words to you. I am here to plead for co-operation. Our association's existence, its success in attaining its objects and in fulfilling its mission of usefulness depends entirely upon co-operation. The very inception of our association was the outcome of a desire for co-operation. That was the thought, the object, that called for the initial meeting held here in New York in 1851.

We are justly proud of the record of our achievements in the past sixty-two years of the life of the association, and throughout this entire history the thread of co-operation has always been prominently in evidence. The future opportunities and prospects for far greater benefits demand your co-operation. Our past, the present and the future all warrant us in expecting the endorsement of all pharmacists and we should persist in seeking to extend our co-operation until every American pharmacist worthy of the name shall be enrolled as a member of the American Pharmaceutical Association. The American Pharmaceutical Association has always stood for a closer relation and co-operation between the two professions and has so declared in the objects and aims as set forth in its constitution.

To the societies who have fathered this exhibition and conference, I offer congratulations, our praise, our encouragement and sincere best wishes for the success that is deserved. The movement that you have inaugurated here should cement still more closely the bonds of fellowship and the ties of friendship. It is a practical method of co-operation, and I am pleased to observe that it is on broad lines, that take in the needs of the doctor as well as the varied interests of the druggist. This is one of the greatest opportunities for the two professions to get together and to pull together in the true co-operative spirit of the day. It should be a means of understanding each other better and to help each other solve some of the problems that are peculiar to medicine and pharmacy. Such an event broadens your influence and redounds to the credit and to the mutual strength and advantage of both professions.

This is an age of exhibitions, and we have such annual occurrences as automobile shows, horse shows, dog shows, cat shows, poultry exhibits, cattle shows, food shows, baby shows, beauty shows, etc., etc., even though we do not include the various fairs and circuses. It is quite appropriate that you should unite in an annual recurrence of this Drug Trade Exhibition and Conference and enjoy richly the benefits resulting from such co-operative movement.

I wish you unbounded success.—Practical Druggist.

FIRST ANNUAL BANQUET SASKATCHEWAN COLLEGE OF PHARMACY.

The first banquet of the first class of the College of Pharmacy, University of Saskatchewan, was held on Tuelday ivening at the American Hotel, about 50 guests attending. R. S. Hamilton, the students' president occupied the chair, and occupying seats at the same table were Dean Ling, Profs. Winning, Maclaurin, Basterfield and members of the pharmaceutical and medical professions. The dining hall had been tastefully decorated by the students with streamers and banners, and the menu vards, which were in the college colors and were very elaborate affairs, constituted excellent souvenirs of the occasion. The committee responsible for the admirable arrangements was composed of Messrs. Hamilton, Walker, Brown and McGuirk. The following toast list was gone through, the evening's enjoyment being accentuated by songs from Miss C. M. Cairns and Alan Newcombe: The University of Saskatchewan, Mr. Ranney, Mr. Weir; The Faculty, Mr. Hamilton, Prof. Maclaurin; Our Own Profession, Prof. Basterfield, R.T. Chown; The Sister Professions, Prof. Maclaurin, Dr. Young; Knights of the Grip, J. Walker, Mr. Wood; The Ladies, Mr. Taylor, Prof. Willing; The Press, Alex. Campbell, A. M. Walker.

PSYCHOLOGY OF ADVERTISING.

Prof. Hollingworth tells the New York College of Pharmacy what gives Publicity the "Punch."

At the recent regular meeting of the New York College of Pharmacy, held at the College building and called to order by Chairman Dr. Charles F. Chandler, Professor Henry L. Hollingworth, of Barnard College, addressed the members on the subject, "The Application of Psychology to Advertising and Selling." The speaker asserted that according to the definition of to-day psychology was the study of behavior. The modern advertising man is interested in the way people behave and in the cause of their behavior. Professor Hollingworth pointed out the respective value of form and color in the preparation of an ad., demonstrated the "forward law of association," to the effect that men think only in one direction, a condition to be utilized in connecting a need with an article; the "law of diminishing returns," by which the returns of an ad. vary as to the square foot of its magnitude; feeling, the violation of which may attach a prejudice to the article advertised; balance, a fundamental law of feeling; the laws of reading—some are never read because of the printing; the memory values of trade-marks; the specializing of instincts in ads., cleanliness, love of children, etc.; the "pull" of relevant and irrelevant words being an interesting feature. The repetition of the relevant alone increased the value of the ad. A table of talking points for cereals placed cleanliness first and the giving of premiums last.

Clarence O. Bigelow, in commenting on the interesting feature of the address, observed that the psychology of selling, rather than that of advertising, was nearest to the retail druggist. "Not many retail druggists are able to utilize the usual medium of advertising. The druggist as a rule," asserted Mr. Bigelow, "pays too little attention to the appearance of his store and to his display windows—'the eye of the store.' Especially in New York city do you see all kinds of goods littering the store—some of them flyblown, and have been there for months. It pays the druggist to advertise in his own windows, even if he can't in the daily papers.

"Have the store so arranged as to make an impression: that first impression is a lasting one. 'Something just as good,' is a catch phrase which has become attached to the drug trade, and which will take a generation to live down. I know of a drug store where years ago the doctor proprietor used to dispense; it has taken twenty-five years to live down that reputation and to obtain the recognition of the physicians. Give the customer just what he wants without equivocation and there will be no comeback—no dissatisfaction will attach to you. Never substitute and never represent that you have 'something just as good.'"

Charles Holzhauer, Jr., agreed with Mr. Bigelow relative to the use of the drug store windows. "Some druggists' windows are valued at $75 and $100 per week by the people who want to use them. Cleanliness in the window should be insisted upon. Simplicity should be observed in the window display; you have only a passing glance to tell your store in."

Dr. H. H. Rusby presented a report upon the recent A. Ph. A. meeting and Dr. George C. Diekman reported upon the N. Y. S. P. A. meeting.

THE LATE H. H. LYMAN.

Every druggist in Canada will be sorry to hear the sad news of the tragic end of Mr. and Mrs. H. H. Lyman, of Montreal, whose names appeared among the lost passengers on the Empress of Ireland. The late Mr. Lyman, who was President of

the old firm of Lyman's, Limited, was one of the oldest workers in pharmacy in this country. He was highly respected, both as a citizen and as an employer. His kind, genial disposition won for him a lasting remembrance wherever he traveled. He was a gentleman and a man, the type of which we can ill afford to lose.

He had just reached the philosophical stage when he slipped into a restaurant for a bit to eat. He ordered. Then he sat staring ahead, quietly thoughtful in expression, and waited.

It is admitted he did some waiting, too. What happened to his order couldn't be understood outside the peculiar restaurant kitchen, but he spent half an hour sitting there staring ahead of him.

At last it came. As the waitress put the order before him, he started from his deep study, as if he had forgotten he had an order coming. Then, looking up at the fair transporter of edibles, he said:

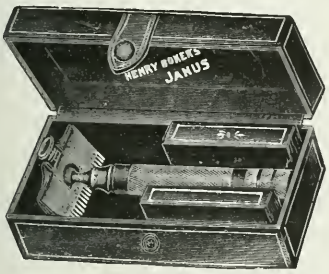
"You don't look a day older!"

TANGLEFOOT

The Sanitary Fly Destroyer---Non-Poisonous

Gets 50,000,000,000 flies a year--vastly more than all other means combined. Poisons are dangerous

The Newest and Best Safety Razor



Henry Boker's "Janus"

Triple Silver-Plated Holders and Twelve Double-Edged Blades. These Blades can be stropped, which makes them last indefinitely. The "Janus" is the most wonderful little instrument ever devised for taking the beard off the face. A single movement releases or inserts the Blade. The holder is in one piece. There are no parts to adjust—nothing to learn. It is simplest in construction, easiest to clean. Once the blade is inserted in the holder, it is absolutely rigid. There is no vibration. No shaving instrument ever devised approaches it in any particular. The steel used in "Janus" Blades is made by Boker's process, wh ch is known the world over as the very best. We guarantee this Safety Razor to shave to perfection.

McGILL CUTLERY CO. Reg'd, New P.O. Box 580, Montreal

COWAN'S

LIQ. AMMON. FORT.

PURE

Agreeing Fully with all the Requirements of the B. P.

See that every Winchester carries our Signature—
JOHN COWAN COMPANY, LIMITED

GLYCERINE, C.P., in cans and drums
BORIC. ACID, Merck and English
CARB. AMMON. 5 lb. and 10 lb. cans, kegs and casks
CHLOR. AMMON., kegs and casks

JOHN COWAN COMPANY, Limited
3 DALHOUSIE STREET
MONTREAL

ROYAL COMPO POLISH

Mail in co-operation order form, or hand to the man on the road. It pays more money by the year.

Quality brings your customer back for Royal Compo.

If you wish to know about

SCOTT'S ARABIAN PASTE

Sample and circular will be sent on request.

H. F. FALKINER
TORONTO - - ONTARIO

A VERSATILE LINGUIST.

How would you like to be in the shoes of Louis Nordman, house inspector of the Windsor Hotel, Hotel Montreal, and speak eight or perhaps twelve different languages every day.

Louis' life is one long round of variety. One minute he is ordering his meals in German; the next minute he is reprimanding the dish washer in Russian. Now he chucks a chambermaid under the chin and flatters her in French; then, for a change, he repairs to the kitchen department and reprimands a Pole who is disposing of rubbish in the incinerator.

Louis' job consists mostly of superintending. If anything does not suit him, he says so in the most forcible language he can think of. Experience has taught him, he declares, that he can put much more gusto in his reprimand by speaking in English than in French or any other tongue.

Yesterday was an ordinary day, so he only spoke eight languages. Jorge Salgado Gomez, representative of the Sun Life Assurance Company in Columbia, Central America, arrived at the Windsor early in the day. He could talk Spanish but not English, so Louis was called in to fill the role of interpreter.

Then he had breakfast in the grill room and conversed in German with the head waiter and chief steward. The inner man satisfied, he repaired to the corridors to see if the maids were attending to their duties. Miss Philomen is in charge, so when she told him in French that everything was all right, he said au revoir and went to the kitchen, where he told a Russian scrubber to do his scrubbing over again, and sent a Pole to work in another part of the building.

Talking with the porters and bell boys in English; dining in the mess with a Greek waiter and being served by a son of Sunny Italy, Louis completed his work for the day.

He is a native of Switzerland. As it has no language of its own, and as French, German and Italian are all common languages of this Alpine country, he has some trouble collecting his thoughts during a strenuous day.

Besides the above eight languages, Louis is master of Portuguese, Hindoo, Swedish, Arabic, Turkish and Dutch. These, however, he holds in reserve, and only uses on special occasions.

Having a natural talent for languages, he has just "picked up" a knowledge of the various ones during his travels in almost every part of the globe. He has been decorated by the King of Greece with a highly prized jewel, while another experience of his was to parade in Mecca as a Turk and take a photograph of Mohammed's tomb.

CHEMIST KILLED IN GAS EXPLOSION.

Mr. Ewart Foster, experimental chemist, employed with the Consumers' Gas Co., in Toronto, was almost instantly killed on Wednesday morning June 3rd, by an explosion which did considerable damage to the surrounding property.

The explosion occurred shortly after nine o'clock. Its cause is a mystery, and according to officials of the company, until the wreckage has been cleared away it will be impossible for the experts of the company to ascertain the origin. So terrific was the concussion that a heavy steel door which separated the generator room from the blower room was almost bent double, while steel window frames were blown from their supports and lay in a twisted mass thirty feet from the building, and quantities of brick and mortar were piled in gigantic heaps over the floor. Parts of the machinery were found across the street, forty and fifty yards from the building.

Mr. Foster was engaged at his work when the explosion occurred. He was apparently hurled against the wall, and when found was unconscious. He was removed to the General Hospital in the Police Ambulance. His skull was fractured, a leg was broken, and he also sustained severe internal injuries. He died a few minutes after his admittance to the hospital.

The late Mr. Foster was a nephew of Mr. Chas. McD. Hay, managing director of Lyman Bros., Toronto.

KENT-McCLAIN AGAIN.

Messrs. Frank L. Fry & Co., of North Sydney, N.S., has recently installed a handsome new line of silent salesmen. They are the "Roman" design all glass construction with Tennessee marble base as built by Kent McClain, Limited (Toronto Show Case Co.)

HARD ON A MESSENGER.

Tommy had been spanked by Miss Manners, his first grade teacher, but his next teacher had not reached the point where she felt she could do justice to him in spite of all his naughtiness.

"Send him to me when you want him spanked," said Miss Manners, one morning after her colleague had related his many misdeeds.

About eleven o'clock Tommy appeared at Miss Manners' door. She dropped her book, grasped him firmly by the hands, led him to the dressing room, turned him over her knee and administered punishment.

When she had finished she said, "Now, Tommy, what have you to say?"

"Please, Miss, my teacher wants the scissors," was the unexpected reply.

Welcome to Winnipeg

Prosperous Winnipeg cordially invites you to come and see. If you want to make your next outing one of pleasure and opportunity---come to Winnipeg. You will find here one of the most marvellous and impressive records of growth ever seen in the history of the world. Not long since the site of the historic Fort Garry, a Hudson's Bay trading post---now the metropolis, railroad and business centre of the Canadian west. We wish you to see the Winnipeg which had 215 people in 1870 and now has 225,000. Situated in almost the exact centre of the North American continent, Winnipeg occupies geographically an unexcelled position for convention gatherings, and today enjoys an international reputation for the manner in which it has handled and cared for large crowds. With over 70 hotels---all good and some equal to the world's best---and more in course of erection, Winnipeg is a city particularly well adapted for convention purposes.

Order Now ***Season Just at Hand***

LYMAN'S
Water Glass Egg Preserver
BEST QUALITY

Put up in 1 lb. Tins
Price 1 dozen lots, $1.10 dozen
Price 2 dozen lots, 1.00 dozen

Put up in 5 lb. Tins
Price $3. 75 dozen

THE LYMAN BROS. & CO., Limited
WHOLESALE DRUGGISTS TORONTO, ONTARIO

The Best Value
For Druggists Is
J. S. Hamilton & Co's. Brandy
DISTILLED AT COGNAC, PELEE ISLAND
UNDER EXCISE SUPERVISION
For sale in Cases 12 qts., 24 pts., 24 and 48 flasks
J.S. HAMILTON & Co., Brantford
WHOLESALE DISTRIBUTORS FOR CANADA

The Consolidated Fruit Jar Co.
New Brunswick, N. J.

—MANUFACTURERS OF—
Sprinkler Tops,
Talcum and Tooth Powder Tops,
Aluminum Collapsible Drinking Cups,
Plain & Decorated Collapsible Tubes,
All kinds of cast metal goods.

Sole Manufrs. of Drummond Pat. Closed Tube
——— WRITE FOR PRICES ———

KEATING'S KILLS BUGS

Keating's Insect Powder is the correct solution of the "bug problem." It is sure death to every bug or insect coming into contact with it. Keating's has this distinction. It is fatal to every form of insect life but is harmless to human or animal life. It may be scattered freely around the pantry where there are cockroaches—it may be sprinkled over the bed clothes where bugs or fleas are a pest—it may be shaken around a room to dispel flies or allowed to smoulder over the flame of a lamp or candle to drive away mosquitos—but wherever or however it is used it will relieve the situation as far as the bugs or insects are concerned, without being a danger or an inconvenience. Used to prevent the ravages of moths, it will not injure or discolor the finest fabric or most costly fur.

The best known and most widely advertised Insect Powder on the market

Trade Notes

The Bruce Hamlyn Drug Co., Winnipeg, Man., have sold out to A. J. Wallen.

F. C. H. Walton, Mather, Man., has discontinued business.

Messrs. Hoar & Kemp, Edmonton, Alta., have been succeeded by Chester S. Kemp.

D. M. Lotan, Hughenden, Alta., is commencing in the drug business.

The Peoples' Drug Co., Lethbridge, Alberta, have dissolved partnership.

The Provost Drug Co., Provost, Alta., is opening a branch store at Monitor, Alta.

The Dauphin Pharmacy Co., Dauphin, Man., has dissolved.

Messrs. Narman & Minaker, have opened a drug store in Winnipeg, Man.

S. B. Cowan, druggist, Portage La Prairie, Man., has sold out to Ingram & Rungay.

J. L. Kelly, Kelvinhurst, Sask., has opened a drug store.

L. L. Springstead, Oakville, Ont., has sold out to I. R. Byers.

O. S. Hall has succeeded C. O. Bonting at Pipestone, Man.

T. H. Porter is opening a new business at Cadillac, Sask.

W. Lessard has succeeded Dr. Barolet, Verdun, Quebec.

M. P. Rose has succeeded M. P. Lauder, Bloor Street, Toronto.

E. P. Jones succeeds Jones & Hayes, Montreal West, Quebec.

I. W. Ramore, of Bridgen, Ont., has sold out.

Dr. Morris is starting a new business at Chauvin, Alta.

I. H. Gravel has started a new business at Admiral, Sask.

The Expanse Drug Co., of Expanse, Sask., has dissolved.

Miss E. N. Hall succeeds F. E. Dunk at Ft. Qu'Appelle, Sask.

A. W. Neal is opening a branch at Bathurst St. Toronto, Ont.

J. G. Armstrong, of Lucknow, Ont., was burnt out on May 2nd.

J. R. Parkins, of Montreal, is retiring from business.

A. Soucy has opened a new business at Meyronne, Sask.

The Pharmacal Outremont has been registered in Montreal.

J. McGillivray has succeeded Ralph McDonald, Halifax, N.S.

K. L. McDonald is opening a new drug store at Aneroid, Sask.

Dr. Phillippe, St. Marie, is opening a branch at Verdun, Quebec.

D. B. Nicholls, of Stratford, Ont., has assigned to Thos. Maywood.

J. C. Mills has purchased the Champion drug store, Champion, Alta.

Dr. A. M. Day has succeeded McNeil Bros in the Consort Drug Store, Consort, Alta.

W. I. Barker has purchased an interest in the Pines Drug Store, Vancouver, B.C.

The building and store of Dr. J.R. Gilroy, Oxford, N.S., was destroyed by fire on April 29.

Alonzo Staples has started a new business in Fredericton, N. B.,

John Taylor has succeeded J. Hallett at [illegible] Jarvis St., Toronto.

A. S. Hutchins, of Liverpool, N.S., suffered a loss through fire on April 14th.

J. Mason Adams, of Telkwa, B.C., suffered loss through fire on April 13th.

The premises and store of E. J. Madill, Ford, Ont., was destroyed by fire on May 3rd.

J. R. McCall has succeeded N. A. Vetter, at 55 Avenue Road, Toronto.

C. E. Cairs, recently of Toronto, has succeeded J. D. Conway, Hespler, Ont.

The Marcoux Pharmacie has been registered at Thetford Mines, Quebec.

Dr. Anderson succeeds to the estate of P. L. Teetzel at Lumsden, Sask.

G. H. Porritt, M. A., has succeeded M.A. Collett at Gravenhurst, Ont.

A. I. Coyne has succeeded to the estate of the late I.W. Randall, Niagara, Ont.

The partnership of Ryan & Blackadar, of Weymouth, N.S., has been dissolved.

W. F. McLean is opening a new business at St. Clair and Christie Sts., Toronto.

Messrs. Ingram & Rungay have succeeded Dr. S. B. Cowan, at Portage La Prairie, Man.

E. R. Rutherford, is re-opening his branch store, previously located on King and Yonge Sts., in the Prince George Hotel Bldg., Toronto.

G. J. Anderson, of Blackie, is moving his stock to Round Lake, Peace River District.

W. M. Treadwell, recently of Moose Jaw, Sask., has purchased a business in Assiniboia, Sask.

The D. & S. drug store at Gironard, is opening a branch at Lake Saskatoon, Sask.

Mr. F.W. Pentz, is in charge of the Bend Drug store, which has opened in Sault Ste. Marie, Ont., on April 18th.

E. J. Madill, Tara, Ont., suffered loss by fire.

Messrs. Wassons, Ltd., St. John N.B., have sold out to G. E. Barbour.

LEVER BROS., Limited

Chemically Pure

REFINED GLYCERINE

(MADE IN CANADA)

In Half Ton Drums

and 56 lb. Cans

QUOTATIONS GIVEN FOR ANY QUANTITY

SELLING AGENTS

John Cowan Co., Limited

Montreal Chemical Works

1-15 Dalhousie St. - Montreal

Pepto-Mangan (Gude)
(Reg. U. S. Pat. Off.)

is *the one and only* absolutely uniform and unalterable solution of iron and manganese in the form of true organic peptonates. It is also *the one and only* preparation lawfully entitled to be known as "Pepto-Mangan," a valid trademark, which is our exclusive property. We respectfully request the trade to take due notice of these facts.

M. J. Breitenbach Co., New York, U. S. A.

"WEISSFELD BRAND"

WASHABLE COATS FOR

Dentists, Doctors, Druggists, Jewelers, Osteopaths, Etc.

Made to order or ready made. Seventy-five different materials to choose from. Write for styles, materials and prices, free upon request. Parcels Post prepaid to all parts of the world.

Smoking Jackets, Dressing Gowns Bath Robes and Hospital Uniforms a Specialty.

WEISSFELD BROS.

Manufacturers of Clothing and Uniforms of every description.

332 Broadway New York City, N.Y.

Special—Suits or overcoats made to order at $11.75. Write for samples.

This Ink has been known to the trade since 1835, at
PAYSON'S
INDELIBLE INK
for Marking Linen, Silk & Cotton
WITH A COMMON PEN.
Without a Preparation.

THE OLDEST THE BEST

ESTABLISHED 75 YEARS

Always in **YELLOW** and **RED** wrappers

Specially Suitable for the Canadian Climat

BEETHAM'S

La-rola

THIS DAINTY TOILET PREPARATION protects the skin from the effects the Sun, Wind, Hard Water, and prevents Roughness, Redness, Irritation, Tan etc. It keeps the skin Soft and White, and adds the charm of youth to the complexion **It will keep the skin in a perfect condition during the Summer.**

It is a Perfect Protection to the Skin during All Summer Exercise and Sports

Sole Makers: M. BEETHAM & SON, Cheltenham, England
(Through Any of the Wholesale Houses)

Bidwell, Bidwell & Co., Limited

Factories—AXMINSTER, DEVON ENGLAND.

ESTABLISHED 1839

Over 500 different patterns in Ebony, Rosewood and Satinwood Hair Brushes.

REPRESENTATIVES FOR CANADA:

HAROLD F. RITCHIE & CO., Limited

10, 12 and 14 McCAUL ST., TORONTO

SPECIAL SALES IN DRUG STORES.

The special sale has always been regarded the province of the general store rather than that of the drug store, the grocery or other exclusive lines, and has been monopolized by them, to a great extent, as a means of stimulating business and moving more rapidly certain lines of goods. For this reason or that it may be regarded as unethical, druggists have rarely made use of the sales plan to create life and enthusiam in their lines of trade. But why should not the druggist center the crowds in his direction occasionally by staging a little play-by of his own? The day of the purely professional store is past,—that is to say, the apothecary shops of other days are few. There are abundant reasons, of course, but this is another subject. To-day the druggist finds himself with a variety of goods on his shelves that would make splendid material for special sales,—for rousing, enlivening and business-getting sales. He has the same means at his command and the same merchandise that the department stores are using in drawing the crowds of shoppers to their doors,—and while we do not advocate the price cutting of staples, his present stock gives him an opportunity to exercise his ability at real, genuine, merchandising that the old time apothecary never enjoyed. In this day of varied stocks, of side lines and companion departments, the druggist rarely finds himself without a multiplicity of odds and ends that he does not need,—he rarely ever finds himself without an overstock in certain departments, or without a number of slow-moving items that would be better turned into money.

To make a general, sweeping sale of all departments is not the main idea. Look around and you may see yourself overstocked in such lines as pictures, mirrors, rubber goods, leather goods, musical instruments, kodaks, kodak supplies and paper, box stationery, blankbooks, cigars, books, perfumes, etc. Single out one of these lines and put it on sale,—advertise it good and strong in the weekly newspaper; make a window display of it in advance of the date of sale; put in a big placard calling attention to it—and you'll do business. You'll clean up this stock and sell a lot of other goods you hadn't thought of selling. Then take up another line,—perhaps in a different way. Keep them moving all the time; keep your clerks interested. The more you boost special things the more business you'll do. Create a demand for them and occasionally buy new stock for a certain occasion that you know will count. The advertising you get through special sales will be a wonderful stimulus to your business and you will soon find your store the center of attraction for the entire community.—Northwestern Druggist.

EXHIBITS OF CHEMICAL AND PHARMACAL INDUSTRIES AT THE PANAMA-PACIFIC EXPOSITION.

The exhibits from the chemical and pharmacal industries of the world will be shown in the splendid Palace of Liberal Arts at the Panama-Pacific International Exposition in 1915, and their extent promises to be as inclusive as their variety will be instructive and interesting.

The diversity of these displays is seen in the fact that soaps and perfumes are scheduled under group 36 of the exposition's book of classification, and so are apparatus and processes for the compression and liquefication of gas. Pyrotechnics, bombs and signals, together with matches, will find a logical place in chemical relationship with the byproducts for pharmacal use obtained from treatment of petroleum and coal-tar derivatives. The evolution of the den of an ancient alchemist will be seen in model laboratories of the present with complete equipment installed.

The extent of the industrial interests that are embraced in this department is disclosed in the statistical eloquence of the United States Census Bureau which shows that there are 5,168 establishments in the United States devoted to the production of articles involved in the chemical and pharmacal arts, with an invested capital of $419,930,000, employing 109,309 persons earning $73,491,000 and producing $455,095,000 annually.

In connection with this exhibit it is expected that there will be carried on a most interesting series of public demonstrations, exhibitions, for instance, of the research work carried out by the use of liquid hydrogen and illustrating the properties of matter at the temperatures approaching "absolute zero," which should be of engrossing interest.

There is, according to scientists, a point at which heat is extinguished—where "the molecule ceases to vibrate." This theoretical point is called "absolute zero." It has been scientifically stated to be at 460.6 degrees Fahrenheit, below zero. The lowest temperature recorded by Antarctic explorers is 72 degrees below zero, though balloon-carried thermometers have registered as low as 100 degrees below zero by thermometers carried to a height of nine miles at which altitude the 100 degrees below zero weather prevailed.

Another series of experiments that is calculated to prove as interesting in a popular way as important scientifically will be the demonstrations devoted to the exposition of liquid air. These experiments, as prosecuted under the genius of Professor Dewar, have been reduced to the terms of popular understanding without rendering negative their scientific value.

The principle upon which Professor Dewar constructed his apparatus for liquid air production is

elemental. Vapors and gases in a state of expansion release heat and reduce temperature. His successful experiments grew out of the extremes to which he carried this principle and the marvelous precision of the apparatus employed. The low temperature required for soldifying hydrogen was attained in three progressive stages. The liquifier was divided into three concentric and corresponding parts. The low temperature of the first stage became the high temperature of the second, and the low temperature of the second became the high temperature of the third. Step by step the theoretical, critical temperature has been approached, and gas after gas solidified, the element helium alone resisting all effort to reduce it to a solid state.

The Federal Government's interest in these experimental processes is sufficiently indicated by the fact that the United States has installed a complete "low temperature" plant in Washington, and is proceeding with more important experiments. Germany is another nation deeply interested, and the more recent achievements in that country in the field of synthetic carbon chemistry being largely responsible for the reputation popularly ascribed to Germany of being in the lead of all nations in individual chemistry—a belief intimately associated with Germany's recent brilliant achievements in her color industries.

It is probable that these experiments in what until recently was the world's greatest mystery—next to life itself—the mystery of heat, will be carried on at the forthcoming exposition under the light of the greatest research and knowledge.

Theodore Hardee, chief of the department of Liberal Arts, says that there has been a more than gratifying response made to his invitations to participate, and, that all nations will send their representatives and products to this most interesting department of human enterprise. From attar of roses brought from Bulgaria—the world's almost single source in the Balkan mountains—to perfume from Brazil, herbs from China and medicine chests from France, the American exhibitor is promised much friendly but vigorous competition to the importance of which he is, says Mr. Hardee, fully alive, his concern arising no less from impulses of patriotism than from motives of business and the opening of new trade routes and commercial centres due to the completion of the Panama Canal and the consequent opening up of the Orient and the rich nations on the western coast of South America.

"Brown sent me a brick by parcel post, but I got even with him."

"What did you do?"

"Passed the word along to a number of agents that he was figuring on taking out more life insurance."—Detroit Free Press.

SEVEN PHARMACEUTICAL SOCIETIES WILL HAVE DRUG WEEK AT THE PANAMA-PACIFIC EXPOSITION IN SAN FRANCISCO IN 1915.

Over 50,000 druggists will be represented at the Panama-Pacific International Exposition during "Drug Week"—which for good measure is nearly two weeks, being from July 12 to 24, 1915—in the conventions of seven principal associations of druggists and pharmacists in America, with a sprinkling from foreign lands. Details of the meetings were worked out recently at a meeting of the California Pharmaceutical Association following an address by James A. Barr, chief of the Bureau of Conventions of the Exposition. Speaking of the successful efforts to secure these conventions for the exposition, K. B. Bowerman, secretary-treasurer of the state association, said that the drug men very probably would bring with them an elaborate display of exhibits, and added:

"This joint convention of all the drug men in America is unique in history. It is the first time they have ever got together on anything like so large a scale. The bodies which will meet here in 1915 as the guests of the exposition, and of the California Pharmaceutical Association are the American Pharmaceutical Association, with about twelve thousand members; the National Association of Retail Druggists—the largest body of the kind in the world, with about twenty-two thousand members; the National Association of Wholesale Druggists; the Conference of Faculties of Pharmaceutical Colleges; the Retail Drug Clerks' Association, and the American Druggists' Syndicate, with seventeen thousand members. The delegates from the Syndicate will charter a steamer and come to San Francisco through the canal, transacting most of their business on the way, so as to give their time while here to enjoyment of the wonders of the exposition.

"It is expected also that the various State Boards of Pharmacy from the states generally also will be present. We expect to establish a downtown headquarters and bureau of information for the benefit of delegates, and in connection with it the manufacturing druggists are contemplating installing a fine exhibit."

The Marvel Whirling Spray Syringe is not cheap. But it's good. You can guarantee it. The manufacturer stands back of you. The Marvel is compact—every part has a real use—It pays you a good profit. Are you pushing Marvels?

Fourteen years of success speaks well for the Marvel Whirling Spray Syringe, does it not? The best druggists recommend the "Marvel" because of its reliability and because the Marvel Company guarantees the quality of its products.

The Martin, Bole & Wynne Co., Lt'd.

Wholesale Drug Merchants and Manufacturing Chemists

Corner of Princess and Market Streets - WINNIPEG, MANITOBA

COMING WEST?

Should you desire to come to the great North-West, either to engage in the drug business for yourself, or to take a position as a clerk, we are able to assist you.

We are constantly in touch with every section of Western Canada, and shall be glad if we can be of service to any one desiring information, as to location, necessary capital, qualifications, etc.

We Usually Know of a number of drug businesses for sale and will be glad to send — **Full Particulars Upon Request.**

— WRITE US —

Business-Opportunity Notices

For Sale, Exchange, Help Wanted, etc,. 50c. for 25 words or less; subsequent insertions 25c. Send cash with order.

PARTNER WANTED.

I have land and ranch and want some one to put up cash to buy cattle and start ranch. For particulars apply to Box A., Ackville, Alta.

FOR SALE.

Canadian rights for sale on good paying medical proprietary preparation. Nothing like it manufactured in Canada. A new idea. Good business being done with it in United States. Rights include formula, trade-mark, name (registered in Canada) and sole right to make and market in Canada. Excellent opportunity for right parties. It is an old idea in up-to-date form, and is like the electric light as compared to the candle. Every home will be probable users, and it is a steady repeater. Put up in handy, sanitary, collapsible tubes which retain the full strength of the ointment. The package is handsome. For particulars address President 1211 Citizens' Building, Cleveland, Ohio, U. S. A.

SITUATION WANTED.

By Dental student for summer months. 8 years' experience. Quebec graduate, 1907. Toronto address, L. D. McLaurin, 140 Yorkville Avenue, phone N. 545. After May 1st, Vankleek Hill, Ont.

DRUGGISTS ! WHY PAY

$8 per dozen for patent medicine, when you can make it for $1. Send a 2c. stamp for list. 100 formulas—medical, toilet, domestic. Address, Canadian Recipe Publishing Co., Windsor, Ont.

Gibbs—I'd really like to know the secret of social success.

Dibbs—My boy, there are many secrets of social success, but one of the most important is to be able to pretend you are having a good time when you're not.

TO CONSERVE NOVA SCOTIA FORESTS

Dr. Fernow, the great authority on forestry, says that, with proper care, the forests of Nova Scotia would produce in perpetuity twice as much timber as is now being taken out, and in line with this warning the Nova Scotia Government is taking the necessary measures. The aim of the Forestry Association is also to find out what part of the Province is fitted for field agriculture, and to have that part turned into farm land as rapidly as possibly can be done. The object of the Association is to cut the trees on these areas as quickly as market conditions will allow, and to suitably work the remaining areas so as to ensure a steady growth of timber. This benefits both lumberman and the agriculturist as well as the farmer.

Fredericton is the pivot of the great lumbering industry of New Brunswick; it is the lumberman's headquarters, and several large mills are located in the city. The fact that this staple is one of the most valuable assets of the Province will ensure greater precautions in the conservation of this valuable gift of nature. The turning of the woods into mercantile timber is in itself a great industry, and employs thousands of men, but the real future for the lumbering industry in this section will come when the present crude methods of manufacture are abandoned, and the finished article is put on the market. Within easy reach of Fredericton, on the St. John and Nashwaak Rivers, are valuable hard and soft wood areas of almost inexhaustible extent, including spruce, pine, hemlock, maple and birch. This wood can be brought to this city by either rail or steamboat at a very low cost. The openings are particularly bright for the making of furniture and for industries employing the higher grades of lumber.

KENT-McCLAIN AGAIN.

In making recent additions to his Fernie, B.C., store, Mr. N. E. Suddaby has adopted the Minton style case as made only by Kent-McClain, Limited (Toronto Show Case Co.) Toronto.

The Signature of Chas. H. Fletcher. Is on Every Wrapper of

CASTORIA

Jobbers sell less than dozen at $3.00 per dozen.

Jobbers sell 3 dozen or over at $2.80 per dozen

Send for
Cards, Cartons and Counter
Wrappers.

Genuine CASTORIA Always

Bears the Signature of

Chas. H. Fletcher.

THE CENTAUR COMPANY
250 WEST BROADWAY, NEW YORK CITY.

Chas. H. Fletcher. President.

The Canadian Druggist

Vol. xxvi TORONTO, CANADA, JULY, 1914 No. 7

Semi-Annual Meeting

Ontario College of Pharmacy

Vice President Johnston in the Chair. Presentation of Books by Mr. Henry Watters. Letter from the President from Singapore.

The Semi-Annual meeting of the Ontario College of Pharmacy was held in the Board room of the College, Gerard St., Toronto, on Monday, June 1st, and four following days.

In the absence of President Jury, Vice-President Johnston occupied the chair.

The following members were present :— Henry Watters, Ottawa ; E. W. Case, Picton ; G. E. Gibbard, Toronto ; W. H. Worden, Toronto ; Alex. Stewart, Guelph ; B. Griffin, Hamilton ; T. E. McLellan, Galt ; C. T. Adams, Sault St. Marie ; J. T. Pepper, Woodstock ; E. R. Wigle, Goderich ; A. J. Johnston, Sarnia ; H. G. Robertson, Barrie.

The Registrar read a letter from President Jury, mailed from Singapore, April 8th, stating that it would be impossible to reach home in time for the Council meeting, which he regretted very much.

Presentation by Mr. Henry Watters.

Mr. Henry Watters made a presentation of four volumes of the Wild Flowers of Great Britain, and two volumes of the British Flora Medica, to the College.

The Registrar-Treasurer's report showed in detail the ledger account, from which we abstract the following :—

Receipts.

Cash on hand (last audit)	$ 31.13
Bank Commerce, General Account	4,674.30
Bank Commerce, Savings Account	2,722.45
Apprentice Reg. Fees	56.00
Deposit Fees	455.00
Infringement	98.00
Lecture Fees	8,294.00
Entrance Fees	62.00
License Sales Registers	9.17
McGill St. Property	594.00
Poison Sales Registers	55.28
Reciprocal Reg. Fees	120.00
Diplomas	15.00
License Renewal Fees	4,147.00
Interest and Exchange	298.91
M.D. Registration Fees	32.00
Canadian Formulary	7.10
Ontario College of Pharmacy	.25
Examination Account	950.00
Supplies Account	14.23
	$22,635.82

Disbursements.

Council	$ 919.50
Apprentice Reg. Fees (refunds)	23.50
Auditors	10.00
Lecture Fees	23.50
McGill St. Property	42.26
License Renewal Fees	11.75
Interest and Exchange	7.01
M. D. Registration Fees	13.50
Coal	14.00
Examination Account	992.80
Furniture and Apparatus	53.90

Gas and Light	161.76
Postage	64.00
Water Account	10.08
Library	69.75
Law	300.00
Canadian Pharmaceutical Association	650.10
Ontario College of Pharmacy	506.29
By Laws and Legislation	47.00
Supply Account	1,187.50
Salaries	8,530.83
Toronto General Trusts Corporation	3,000.00
Cash on hand	71.85
Bank Commerce, General Account	5,203.89
Bank Commerce, Savings Account	461.97
Infringement	228.68
	$22,635.82

Assets.

College Lot	$8,000.00
College Building	31,291.54
McGill St. Property	6,432.37
Canadian Formulary	22.88
Poison Sales Registers	74.00
License Sales Registers	85.10
Supplies	1,014.10
Furniture	4,559.69
Apparatus	8,424.45
Rents Outstanding	12.60
Accounts Outstanding	3.60
Rental Fees outstanding (estimated)	124.00
Cash on Land	71.85
Bank Commerce, General Account	5,203.89
Bank Commerce, Savings Account	161.97
Canada Permanent Mortgage Corporation Debenture	2,000.00
Central Canada Loan & Savings Co., Debenture	3,000.00
Guelph & Ont. Loan & Savings Society	4,000.00
Toronto General Trusts Corporation (Guaranteed Certificate)	3,000.00
	$78,082.34

Liabilities.

Accounts Outstanding	$ 188.52
Salaries	332.70
Students' Deposit Fees, refunds (estimated)	333.84
Balance	77,227.28
	$78,082.34

Statement of the John Roberts Scholarship Fund.

By the Toronto General Trusts Corporation (Guaranteed Certificate 5 per cent. semi-annually)	$3,000.00
By Canadian Bank of Commerce (Special Interest Account)	282.91
By Canadian Bank of Commerce (Interest to Nov. 30, 1913)	1.30
By Canada Perm. Mortgage Corporation Interest to Dec. 31, 1913	60.00
Total Principal and Interest	$3,354.20

Infringement.

The sale of scheduled poisons by dairy and photograph supply houses received the attention of the Infringement Committee; and was the subject of a recommendation. Evidence was presented to show that the Act was being violated by the sale of many deadly poisons without safeguard or restrictions by these houses.

The matter had been up for Conference between the Council and the Government, with the result that it was agreed that nothing in the Act would restrain the sale of these poisons by wholesale dealers, but that dairy men and general stores selling by retail were violating the Act. The registrar was instructed to notify all parties interested that they were subjecting themselves to prosecution and fines if the practice was continued.

A letter sent out to wholesale houses and manufacturers by the Registrar under instructions of the Committee, re the provisions of the Act, in labeling preparations containing schedule poisons, brought a number of interesting replies, one of which, by Mr. W.E. Saunders, of London, Ont., we print in another page of this issue. The wholesalers and manufacturers assured the Council of their efforts to comply with the Act in every respect, and a number of them offered suggestions for improving the Act.

Finance.

The "high cost of living" impressed itself on the Finance and Property Committee by a deficit in the operations of the Teaching School. Once again the cost of maintenance has run ahead of the revenue, and the situation demanded action. This the Committee took, in recommending an advance of $15 on the College fee. The Council readily adopted the recommendation, recognizing the wisdom of the prompt action. The demand for a higher standard and more extended course is insistent and recognized by the Council. It also recognized the increased ability and willingness of students to pay for higher education, and met the situation by an advanced standard and elevated fees.

The cost of examinations was also found to exceed the revenue, and here also the Finance Committee were prompt and advanced the fee from $10 to $20 per pupil. The college and examination financial requirements for future students are by the action taken, increased by $25.

Education.

The Committee on Education this session justified its existence in presenting a recommendation

DO YOUR GUM LABELS EVER STICK TOGETHER?

When you reach in the drawer for a label, do you *always* get the one you *want?*

Every druggist knows what we mean when we talk about label troubles—every user of flat labels has put up with the same annoyances.

Flat labels *will curl.*
Flat labels *will stick together once in a while.*
Flat labels *will get from one compartment into another and make more trouble, AND*
Flat labels *cost a whole lot more than*

McCOURT ROLL LABELS.

Already there are over 9000 druggists using the *McCourt Label system.*

McCourt Label Cabinets have been designed to meet the needs of *every* drug store—no matter how large or small. Whatever the size of your business, here is a McCourt Label Cabinet that will just fill the bill.

THE SYSTEM:

The cabinet has been designed and built in such a way that within a second's notice you can pull out and paste on the correct label—and with the absolute assurance that you have the right one.

THE CABINET:

Is made in a range of sizes to meet any requirement. *Shop, Stock, Strip, Poison,* and *Prescription* labels—in fact any label that you may be using can best be used in a McCourt Cabinet

THE LABELS:

Are furnished in rolls. They are engraved on the highest quality of gummed paper. *By using them, you can effect a saving of from 25% to 40% of your label bill.*

Mr. Druggist, think these things over, and then, before you do anything else, write for our new 1914 catalog and samples of labels.

A portal will do—do it now.

McCOURT LABEL CABINET COMPANY,

BRADFORD, PA. Dept. 21

The Leading Line

Beecham's Pills

- Notice to the Trade -

The Proprietor of Beecham's Pills begs to notify the Retail Trade of Canada that in consequence of the liberal advertising which is appearing in the press throughout the Dominion, and the fact that Beecham's Pills are so well-known and valued by the residents who have come from the British Isles, the demand is rapidly increasing, and retailers are recommended to purchase Beecham's Pills in larger quantities and obtain the advantage of a better price. The following firms are the Distributing Agents:

All Depots and Branches of the National Drug & Chemical Co. of Canada, Limited.
Messrs Lymans Limited., Montreal.
Messrs Lyman Bros. & Co., Limited, Toronto.
Messrs Martin Bole & Wynne Company, Winnipeg.

WHOLESALE PRICES:

Less than one dozen	$2.30 per dozen	less 5%
One dozen	2.20 " "	
Six dozen	2.10 " "	

Prepared only by the proprietor, **THOMAS BEECHAM, ST. HELENS, ENGLAND.**

the adoption of which is a step towards modernizing the school along practical lines. Professor Scott merits commendation for his progressive suggestions furnished the Council. The adopted suggestions, with the endorsation of the faculty, are printed in full on this page.

By another recommendation, arithmetic, grammar and history are eliminated from the preliminary requirements, being replaced by physics, algebra and chemistry. This change is made to conform with changes made by the Ontario Educational Department.

C. Ph. A.

In response to a communication from the Secretary of the C.Ph.A., asking the various provincial bodies to instruct their various official delegates on the question of interprovincial reciprocity of registration at the annual convention of that body in Winnipeg in August, the committee reported :

"That after due and full consideration, it is pleased to record its entire approval of the principle of reciprocal recognition of graduates in pharmacy who possess evidence of suitable preliminary educational standing, and have served an apprenticeship of not less than three years with a qualified pharmacist and attended two courses of lectures in a recognized school or college of pharmacy and have passed an examination in theoretical and practical chemistry, chemistry, pharmacy, botany, materia medica and dispensing ; and your committee would recommend that delegates from this college be empowered to promote acceptance of the principle of equality of registration on this basis and to assure our willingness to enter into reciprocal understanding with the pharmaceutical licensing bodies of all the provinces of Canada."

Improvement in the Course.

Suggestions for increasing the efficiency of the teaching course submitted by Prof. Paul L. Scott, endorsed by the faculty and adopted by the Council:

Gentlemen :—

In accordance with your request, I beg to present herewith a draft of the proposed changes in the lecture course in my department :—

I. Lectures on "First Aid" to the injured and sick ; to cover—

1. Structure of body bones, joints, blood vessels, etc. (as far as may be necessary to an understanding of first aid treatment).
2. Hemorrhage and its immediate treatment.
3. Wounds and their immediate treatment.
4. Fractures, dislocations, sprains and their immediate treatment.
5. Drowning, gas poisoning and other forms of asphyxia.
6. Insensibility and convulsions.
7. Burns, scalds and their treatment. Electric shock.
8. Foreign bodies in the eye, throat, etc., transportation of the injured.

The course above outlined would require from six to eight lectures.

2. Lectures rendered necessary on account of new methods of treatment to cover :—

1. Nature, causation and termination of disease in general.
2. Inflamation.
3. Infectious diseases, their nature, cause and prevention. Bacteria and their action.
4. Vaccines, Bacterins, Antitoxins, their preparation and uses.
5. Disease due to other causes than bacteria.

This course would require from 6 to 8 lectures.

3. Practical exercises to include :—

1. Bandages and their application.
2. Microscopal studies of animal tissues, muscle, bone, cartilage, etc.

Owing to the fact that there are now sufficient microscopes to accommodate half the class at one time, instead of a quarter of the class as formerly, the additional time required for the new practical work is already provided for.

The introduction of the new lectures would require the curtailment of the lectures on Botany. In order to attain this, I would propose to leave out some portions of the work which are of a scientific rather than of practical importance and which have no direct bearing upon materia medica.

The total number of new lectures would be as outlined above from 12 to 15. This number could in future years be increased if desired. To include the new work, the subject should be known as "Biology" instead of "Botany."

All of which is respectfully submitted.

Toronto, June 4, 1914.

The Education Committee,

Ontario College of Pharmacy.

Gentlemen :—

At a meeting of the Faculty held this afternoon, the following resolution was unanimously adopted:

That the Faculty approves of the proposed changes in the lecture course in Dr. Scott's department, provided that the following amendments are made :

1. That arrangements be made with the St. John Ambulance Association to bring the "first aid" course under their supervision, and to obtain from them a certificate in completion of the course.

2. That the work on the purely medical questions be limited to what is absolutely requisite for a proper understanding of the principles of bacteriology.

3. That the course in botany be not permitted to fall below the standard required by any provincial board.—Pharmaceutical Journal.

CHERRY MELBA SUNDAE

"OUR LATEST TRIUMPH"

Makes the most attractive and delightfully flavored Sundae ever served. Dispensers who have tried CHERRY MELBA cannot say enough in its praise.

The flavor is entirely different from any cherry product you ever tasted. Just like the luscious fruit, fresh from the trees.

CHERRY MELBA is in a class by itself. **You can't have the same success with a CHERRY MELBA SUNDAE made from any other flavor.**

CHERRY MELBA OFFER:

2—½ gal. jars wine measure, CHERRY MELBA SUNDAE -	**$2.66**
2—½ gal. jars, wine measure, WHOLE CHERRIES, in Cherry Melba Flavor	**2.84**
1 gal. tin, Mallow Float - - - - - - - - - - -	**1.55**
	$6.75

Packed in one case ready for shipment. Everything necessary for the famous **Cherry Melba Sundae.**

There is only one right way to serve CHERRY MELBA SUNDAE and bring out all its fine qualities pleasing to the eye and to the taste. This special formula will be mailed you if you buy our CHERRY MELBA offer.

You are now going to profit by the demand for this new specialty. Offers will be ready for shipment May 1st. Order NOW by attached coupon, specifying jobber through whom you desire delivery made, and we will send you, direct from our office, the accompanying illustration in the form of a beautiful hanger in twelve colors, size 17 x 25 inches. A very striking and appropriate advertisement for this popular specialty.

Be prepared to serve the first CHERRY MELBA SUNDAE in your town.

J. HUNGERFORD SMITH CO., Limited

Manufacturers

"TRUE FRUIT" Soda Fountain Requisites

TORONTO.

Please send me CHERRY MELBA OFFER with advertising and Special Formula Book.

Name

St. and No.

City. Prov.

Name of Jobber

467-18

PHARMACY IN GREAT BRITAIN

Annual Meeting of the Pharmaceutical Society—The Council Election—Deficiency in the Insurance Drug Fund—The British Pharmacopoeia—Price Protection—Chemists' Defence—Who Owns the Prescription? Are Doctor's Dispensaries "Shops"? Sir Joseph Wilson Swan—The Drug Market.

The Annual Meeting of the Pharmaceutical Society was an eventful one; there were a few mild grumbles from one or two members who disagreed with the Council on certain points of detail, but there was no serious criticism of the Society's policy, and the annual report to which I referred in last month's letter, was unanimously adopted. There were many expressions of satisfaction with the Council's policy as a whole, and as the membership of the Society continues to increase, we may take it that pharmacists are generally content with the state of affairs. At this month's meeting of the Council, Mr. Edmund White was re-elected President, and Mr. E.T. Weathercoat, the youngest member of the Council, was re-elected vice-president in place of Mr. A. S. Campkin; Mr. W. H. Gibson was re-elected treasurer.

* * * * *

The Council Election took place on the day following the Annual Meeting, the result being that all the seven retiring members were re-elected. No larger proportion of the members than usual took advantage of the privilege of voting, and of nearly 8,000 voting papers issued only about four thousand were used. I had thought that the greater interest that is being taken in pharmaceutical affairs would have been reflected in a much larger poll than usual, but apparently the members are satisfied with the present regime.

* * * * *

The Pharmaceutical Society has undertaken the task of attempting to settle the difficulties arising out of last year's deficiencies in the Insurance Drug Fund and the consequent heavy discounting of the chemists' bills. As a preliminary step the Society has collected details from all the Insurance districts in England and Wales, and these show that there is a deficiency in no less than thirty areas while small balances are still owing to the chemists in forty other areas. In view of the great inconvenience caused to chemists by the delay in paying their bills and the heavy losses that are threatened in some cases, the Council of the Society has obtained a promise from the Chairman of the Joint Insurance Committee that he will receive a deputation which has been appointed by the Pharm. Society. The figures obtained from Insurance Committees for the first quarter of the present year show in many instances large increases in the number and cost of prescriptions, and there is every indication that the deficiencies at the end of this year will be much heavier than they were at the end of the first year. Various proposals are being considered; one of these is that the regulation should be rigidly enforced which provides that panel doctors who are guilty of extravagant prescribing shall be surcharged, and another is that in districts where the proportion of women workers is unusually large, an extra sum shall be allotted for the payment of drugs, since it has been shown that in such areas there is a heavier drain on the drug fund than in normal districts.

* * * * *

The new addition of the British Pharmacopoeia is now nearing completion, and it is expected to be published in August or September. At a meeting of the General Medical Council the other day, the final proofs were placed on the table, and subject to minor alterations, this represents the finished work. There has been a great deal of secrecy about the work of revision, and there is much speculation as to the nature of the alterations that have been made. But the probability is that there will be a few surprises and that a conservative policy has been followed. Some new drugs and preparations will, of course, be included, and some old ones discarded, but many products which might be expected to be included will in all probability not be there. A larger number of preparations will be standardized, but no physiological process of standardisation will be introduced. The publication of the work has been much delayed, the last edition having been issued fifteen years ago.

Three Generations Have Used Wilson's Fly Pads

The third generation of housekeepers is now using Wilson's Fly Pads. In the meantime many dozens of fly killers have lived and died, but the sale of the old reliable Wilson's Fly Pads increases steadily.

IS THERE A CELEBRATION IN YOUR TOWN THIS SUMMER ?

July 1st July 12th Old Home Week

Exhibition, or any other Special Event. If so we have some money making lines for you.

Drop a post card, we will send a catalogue or a traveler to you promptly.

Pennants, Canes, Hat Bands, Badges, Buttons, etc., etc., etc.

Popular sellers at popular prices with good profits to you.

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Vitafer

A proteid tonic Food prepared in England.

Composition.—The entire protein constituents of Milk (Casein and Lactalbumen) combined with—

Calcium Glycerophosphate ...	2·2 per cent.
Magnesium Glycerophosphate ...	2·2 „ „
Sodium Glycerophosphate ...	1·1 „ „

VITAFER—A source of Phosphorus capable of easy assimilation.

Phosphorus in the forms best adapted for the function of—
Nerve Nutrition.
Bone Formation. Replacement of Tissue Phosphorus.

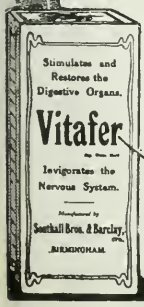
VITAFER is non-constipating.

SOLD IN TINS. Nominal Capacity.

	2 oz.	4 oz.	8 oz.	16 oz.
Trade Prices	$3.50	$5.75	$9.50	$16.00 per doz.
Retail „	50c.	75c.	$1.25	$2.00 per tin.

Sole Manufacturers—
SOUTHALL BROTHERS & BARCLAY, Ltd.,
BIRMINGHAM, ENGLAND.

Stocked by the Wholesale Drug Trade Throughout Canada.



SAL HEPATICA

Small size, per doz.,	$2.85
Medium " "	5.70
Large " "	11.40

GASTROGEN TABLETS

A Neutralizing Digestive

Per dozen small	$ 5.70
Per dozen in 500's	34.00

$20.00 lots less 5 p.c. trade disc't
50.00 lots less 10 p.c. trade disc't
Terms, 5 p.c. 30 days.
Through Jobbers.

BRISTOL-MYERS CO.

Brooklyn New York

Canadian Agents
The LYMAN BROS & CO. Limited, Toronto
LYMANS, LIMITED, Montreal

The protection of the prices of proprietary articles continues to be quite successful, and the Proprietary Articles Trade Association, the annual report of which will be presented at the annual meeting, shows that the work of the Association is going on in a very satisfactory manner. Over three hundred and fifty owners of proprietary articles are members of the manufacturers' section, and more than three thousand articles are protected. In view of this large number of protected articles it is remarkable that very few firms of any importance appear on the "shop list," and the bulk of the names are those of small general dealers who sell but a few articles on the A.Ph.A. list.

* * * * *

The Chemists' Defence Association is likewise in a satisfactory condition, with a membership of 4,500, and a reserve fund of over $25,000. The privilege of free legal advice has been largely taken advantage of, and during the last twelve months the Association's solicitors have been consulted on a wide range of subjects. Members have been fortunate in escaping serious claims for damages, all the successful claims being for sums smaller than five hundred dollars.

* * * * *

A curious case was recently before a London police court magistrate which involved the question of the ownership of the prescription. Briefly the facts were as follows: A patient had a prescription from a doctor and took it to a chemist to have it dispensed; he left the prescription with the chemist and had the medicine repeated a number of times, but subsequently asked to have the prescription returned. The chemist refused to return the original as it had been mislaid, so the angry customer tried to compel the chemist to produce the original by bringing him before the magistrate. In the end the customer agreed to accept a copy, and the matter closed without any further light being thrown on the vexed question of the ownership of the prescription.

* * * * *

Sir Joseph Wilson Swan, whose death recently occurred, was a registered pharmacist; he served his apprenticeship to a druggist in the North of England, but I do not think he had much to do with pure pharmacy after he became qualified. The achievement for which he was known all over the world was the invention of an incandescent electric lamp, but he also made valuable discoveries in photographic processes.

* * * * *

The drug market has not been very eventful during the past month, and changes in value have been of the ordinary character. Citric Acid has continued its upward movement. Cod Liver Oil has become rather dearer. Fair business has been done in Quinine. Essence of lemon has continued to tend downwards. Opium is about unchanged on the month. Menthol is flat. Camphor is firm and dearer.

* * * * *

The Home Secretary has expressed the opinion that doctors' dispensaries are "shops" within the meaning of the Shops Act, and that accordingly dispensers must be given a weekly half holiday and definite intervals for meals. This opinion is not binding on the Courts, but it would no doubt carry considerable weight with any bench of magistrates before whom a doctor was summoned to appear for failing to comply with the Act. There are probably few dispensers employed by medical practitioners who do not enjoy the privilege of a weekly holiday and regular meal-times, but if the Act is going to be rigidly enforced, it will be necessary in many cases to make some rearrangement in the hours of work in order to avoid the commission of technical offences. Institutional dispensers will not be affected by this decision, for since no sale is made from a hospital dispensary, the dispensary is not a "shop." It is understood that it is the intention of several local authorities to take steps to ensure that doctors who employ dispensers are complying with the provisions of the Act, and it is not improbable that before long the interpretation implied by the Home Secretary's statement will be tested in a police court. In the meantime dispensing doctors do not like to have their dispensaries called "shops."

PHARMACEUTICAL ASSOCIATION.

The Pharmaceutical Association held its forty fourth annual meeting on Tuesday, the 9th instant, at the University Laval, Quebec.

Mr. John E. Tremble, President, took the chair; the annual report and financial statement were submitted to the meeting for approval, and after some discussion, both were adopted.

The scrutineers, M.M. Henry Willis, J. Bte. Giroux, presented their report showing that the following had been elected to the Council:—A. L. Jolicoeur, E. P. Laroche, E. C. Fraser, H.W. Reynolds, F. H. Spearman, J. A. D. Godbout. These gentlemen with those remaining in office, viz.: Messrs. J. E. Tremble, A. J. Lawrence, J. A. W. Lecours, A. L. Boucher, J. A. D. Godbout, Jos. Asselin will compose the new Council, 1914-15.

KENT-McCLAIN AGAIN.

Mr. A. C. Jenkins, of Morrisburg, Ont., has installed a new line of show cases. These are the "Imperial" style made by Kent-McClain, Limited, (Toronto Show Case Co.) and are in oak.

COUNTERFEIT
$1000.00 REWARD

We will pay the above sum for the arrest and conviction of persons selling or offering to sell **the counterfeit Dr. Martel's Female Pills.**

It is against the law **for you** to handle these counterfeit goods, as the contents have proven on analysis to contain **Dangerous Drugs.**

The package (or boxes) are perfect, assumed to be distributed by The French Drug Co. as well as The Knickerbocker Remedy Co. and even bearing our own serial number.

Jobbers must buy of our Canadian Agents, and Retailers must buy of their Jobbers only, if they want to protect their customers.

These counterfeit goods are liable to be offered to you by some Broker in the United States at a price which would interest you, and if so, **his letter forwarded to us may earn you the above reward.**

Our salesmen have power to prosecute persons found handling this counterfeit article and we will protect our rights in this matter.

Knickerbocker Remedy Co., Inc.

36 East 23rd St., New York, N.Y.

Canadian Agents—LYMAN BROS. & CO., Ltd., TORONTO
Sole Distributors Dr. Martel Remedies.

The Rogers Pass Tunnel

Tunneling through Mount Macdonald.

In the vast amphitheatres formed by the ranges of perpetually snow clad mountains which surround the pass of the Selkirks, modern science to-day is pitting its wits against the titanic forces of nature. A tremendous conflict is being waged in the valleys on either side of the summit, where the primordial has held sway for countless ages.

Brains and brawn, backed by modern machinery, modern methods and scientific organization, are combining to circumvent the elements. Huge iron mammoths are scooping out earth rock in huge mouthfuls, and powerful explosives are rending the innermost recesses of the hills to serve the needs of a transcontinental railway system and to permit of the onward march of progress.

Coping with physical handicaps, which for many years baffled some of the world's greatest engineers, the Canadian Pacific Railway is now projecting a scheme of greater magnitude than anything of its kind previously attempted on this continent— the boring of a five mile double-track tunnel through Mount Macdonald, one of the peaks in the Selkirk range. The passage will obviate the necessity of using two long spiral "loops" on the western slope and many miles of snow sheds, the improvements being designed to effect a big grade reduction and the abandonment of one of the most costly sections of railway, from an operating standpoint of view, on the entire system.

The new location for the line will shorten the route by four miles. The enterprise is officially known as the Rogers Pass tunneling scheme, and the work and related improvements will involve the expenditure of more than $10,000,000. The tunnel will take rank as the longest railway bore in America. The Hoosac tunnel on the New York Central line is the longest at present, being just four and three-quarter miles through.

The accompanying sketch and the views reproduced in this article will convey an idea of the general nature of the enterprise.

Since the Canadian Pacific Railway first opened its transcontinental line through the mountains of British Columbia, it has expended millions of dollars in protecting and renewing its tracks on extra locomotives used to haul trains up the heavy grades and in coping with snowfalls and other physical handicaps which keep a large force of men and a large amount of expensive equipment busy nearly all the year. At Rogers Pass, close to the summit of the Selkirks, the company maintain large engine sheds, shops, snow plows and outfits ready for service on both sides of the Selkirk range.

For many years the railway company has been gradually effecting a reduction of its gradients and improving its main line generally in preparation for a big expansion of business and the development of the grain traffic westward from the prairies. In connection with this progressive policy, the C.P.R. four years ago bored two spiral tunnels through Mount Cathedral and Mount Ogden in the Rocky Mountain range, eliminating what was known in railway circles as the "big hill," between Field and Hector.

The engineer who had charge of the tunnel undertaking, which reduced the grade to normal on the "big hill," spent two years seeking a favorable location for a tunnel through the Selkirks. He discovered a route six and a quarter miles long, and later improved on his first plan and developed the tunnel scheme which is now being projected—a bore five miles in length.

The C. P. R. decided on the Rogers Pass tunnel undertaking and relating double-tracking work last spring, preliminary operations being started last June. Before the work could be commenced on the excavation for the approaches, sidings had to be installed on either side of the mountains, camps had to be established, trails and roads had to be built, and a thousand and one other organization details had to be given attention. When the Province representative visited the scene of operations late last month, 40 per cent. of the excavation for the right of way on the western section of the work had been done and 35 per cent. at the eastern side. Boring operations on the "pioneer" bore, which will be described later in this article, were commenced last autumn, and a start was made a short time ago on the main tunnel from the eastern portal.

Before proceeding with the description of the big improvement project, a trip along the portion of the transcontinental route, which will be affected by the new location, will enable the reader more readily to grasp the significance of the changes now in progress. Attention is drawn to the views depicted on this page, showing the Illecillewaet Valley and Mount Sir Donald, and also the sketch plan. The Beaver Valley lies east of the Selkirk range and the Illecillewaet Valley to the west. On the westbound trip through the Pass trains start the ascent of the Selkirks at Beavermouth, 28 miles west of Golden, which is at an altitude of 2,435 feet, and is the most northerly station on the transcontinental route. The summit of the range is 4,351 feet above sea level.

Before reaching Beavermouth the railway crosses the Columbia River, to the base of the Selkirks, which, in direct contrast to the slopes of the Rockies, are always wooded. The line gradually climbs

upward and enters the Selkirks through the Gate of the Beaver River, a picturesque spot, where a natural bridge spans a raging torrent, which here makes its final plunge down to the level of the Columbia.

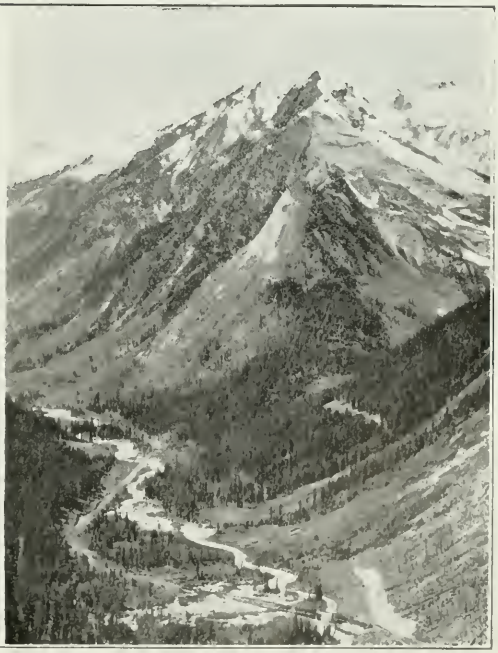
Six Mile Creek, five miles west of Beavermouth, is the junction point for the new location, which leaves the present route, notched into the mountainside and rising at an average rate of 116 feet in the mile, and descends into the Beaver Valley, following the river to the eastern portal of the tunnel under Mount Macdonald. The scene of the operations is more than 1,000 feet below the present track level, and is about twelve miles west of Six Mile Creek. Only the presence of a camp and the faint noises that float upward from the valley give indication that a stupendous scheme is in course of development below.

The scenery here is superb. Rugged lines of mountain peaks are to be discerned towering skywards like steeples raised by the hand of nature, their lofty crests crowned with perpetual snow presenting a scene of magnificence that eclipses even the majestic grandeur of the Rockies and the Swiss Alps. Against the background of blue sky each snow-capped spire stands out in wondrous perfection of detail, the cloudbanks which often hover around the peaks only serving to accentuate the clear outline of each lofty crest. Nature has worked here on so gigantic a scale and spread her marvels with such a lavish hand that the observer, taking his first glimpse at the Selkirks, finds difficulty in framing words to express his wonderment; adjectives fail, superlatives seem totally inadequate. Even the most prosaic of individuals cannot fail to be impressed by the glorious panorama which greets the eye.

Of the many peaks which form a seemingly impassable rockbound barrier to the west, Mount Sir Donald, named after the late Lord Strathcona, when he was Sir Donald Smith, forms the culminating pinnacle, its altitude being 10,808 feet (nearly two miles). Mount Macdonald, which is 9,860 feet in height, also looms out prominently with rugged and precipitous slopes.

Great difficulty was experienced by the builders of the line on the section west of Bear Creek. Many torrents tumbling down the mountain sides in splendid cascades had to be diverted by culverts into the mountain below, and others had to be spanned. The greatest of the numerous bridges is over Stoney Creek, a mountain stream which is seen threading its course 300 feet below like a tiny silver thread, making a glorious filigree through dark and narrow chasm. The structure, which is the highest of its class, replaced a wooden trestle bridge, considered one of the engineering marvels of the world.

Illecillewaet Valley



Mount Sir Donald

The new line will be located on a level closer to the base of the valley. The railway parallels the course of Bear Creek after leaving the station bearing that name, following a continuous upward grade through nearly five miles of sheds, themselves engineering marvels erected at tremendous cost to insure the safety of the trains from the slides which frequently tear down the rugged mountain slopes, sweeping before them huge boulders and forest monarchs in their titanic might.

These sheds of necessity had to be of massive construction to resist the terrific onslaughts made upon them. They are built of stout framed timber,

Viewing Mount Sir Donald.

dovetailed and bolted together and set and reinforced with rock. Between Bear Creek and the summit, and for a corresponding distance on the western slope of the Selkirks, large forces of men are kept constantly employed for eight months of the year keeping the lines open for traffic. Rogers Pass is the headquarters for the clearing outfits and the extra locomotives used to push trains up the steep grades on each side of the summit. Watchmen are stationed at all the principal points and the tracks are constantly patroled.

The gorge of Bear Creek leads into a vast ravine between Mount Macdonald on the right and Mount Tupper on the left, entering Rogers Pass through a narrow defile. Mount Macdonald is to be seen rearing its proud head from a lofty height more than a mile above the level of the tracks, as if serenely unconscious of the fact that modern science and the onward march of progress is gnawing at its vitals, piercing its rugged sides, and that the iron mammoths are scooping out masses of earth preparing for the drillers who like the gnomes of legend will toil in its innermost recesses.

The base of Mount Macdonald appears but a stone's throw from the railway, the peak rising almost vertically to its stupendous height among the clouds. One feels a great sense of the immensity of Nature's works when gazing at this stately summit and its surrounding pinnacles. The line skirts Mount Tupper when approaching Rogers Pass, clinging to the precipitous sides of that rugged slope.

The Pass derives its name from Major A. B. Rogers, the adventurous and indefatigable explorer who first penetrated the mountain fastness of the Selkirks in 1881, and discovered the narrow, rocky defile.

Passing between two serrated lines of peaks, the railway proceeds to the actual summit, 4,351 feet above sea level, and thence starts the descent into the Illecillewaet Valley. Glacier, where there is a fine hotel and summer resort, is a descent of 258 feet in the two miles of summit.

Rounding the curve, after emerging from another line of snowsheds, which are not used during the summer months, an alternative route being provided by an outer track, the traveler catches his first glimpse at close range of the Illecillewaet Valley extending westward in a glorious vista flanked by majestic peaks. The world renowned "loops" can be seen far down below on the way down from the summit, the railway passing immediately above one of the spirals, which is seven miles distant by actual measurement of track. Between the summit and Glacier House the line follows a course notched out on the sides of the Axial range of mountains, part of the Selkirks, of which Mount Sir Donald is one of the principal peaks. Mount Macdonald adjoins its mighty namesake.

The Illecillewaet River finds its source in the vast glacial field from whence the resort situated immediately below derives its name. This stream presented one of the many difficult engineering features with which the tunnel planners had to cope. As will be explained further on in this article, the course of the river had to be changed in order that the approaches to the tunnel might be made secure from its encroaches.

Leaving Glacier, the train pursues a tortuous path, following the natural curvature of the mountain side and descending to the valley by a series of startling turns and twists known as the "loops," which roughly describe the letter "S." During the course the line first crosses the valley leading down from the Mount Romney glacier, skirts the base of Ross Peak, on the opposite side of the valley to the range of mountains just negotiated, then,

ON TO WINNIPEG

TO THE

CANADIAN PHARMACEUTICAL ASSOCIATION CONVENTION

MONDAY AUGUST 17TH

According to recent reports from some of the pharmacists who are in the "know" the Winnipeg Convention bids fair to excell all previous meetings.

Let us try and make it such.

double back upon itself to the right. Another sweeping turn is then made in the direction of the Cougar Mountain, on the other side of the Illecillewaet the railway again crosses to the left and, doubling once more, resumes the western parallel again with its former course. Gazing back over the route just traversed, one sees three gashes on the slope of the mountain, which mark the railway's circuitous route.

The new location for the line under the Selkirks branches off from the present route near Cambie, three miles west of Glacier, and at a point close to the commencement of the "loops" going west. A sign announces that a siding at Cambie leads to the western portal of the tunnel now being projected through the Selkirks. No other inkling is given the passing traveler of the immensity of the task which is proceeding in one of nature's strongholds only a short distance from the main track. The shrill tooting of whistles on the steam shovels and the reverberating echo of heavy blasts may be heard at intervals, but the actual operations cannot be seen without leaving the beaten path.

The camp at the western end of the work is gained by routes—following the siding, or by an excellent road built by the Provincial Government, which leads from Glacier House down the valley and passes near the scene of the work. Following an even grade from Cambie, the approaches to the tunnel run in an almost straight line to the base of Mount Macdonald. A tremendous amount of excavation, which has been done, the material originally intended for dump filling has been found necessary for the roadbed.

The western portal will be located about 1,700 feet below and a short distance west of Glacier House. The main passage will provide for double tracks and the approaches from both ends will also have parallel lines. The tunnel will be fully 29 feet wide and 23 feet high, space for lining the walls where necessary being provided by extra excavation. The inside of the tunnel will be timbered and reinforced with concrete where required. The exact material in the heart of the mountain will only be determined as the boring proceeds, although it is expected that stratas of different kinds of rock and earth will be encountered on the way through.

The visitor to the scene of operations is at once struck by the fact that some wonderful organization work has been effected to make possible the projection of a task of such magnitude as the Rogers Pass improvement scheme. The physical handicaps are tremendous—it does not require a technical mind to grasp that essential. Masses of snow banked on either side of the working tracks and steam shovels, the steep mountains which flank and face the observer offer convincing evidence of the fact that here nature is ranged in her might only to be conquered by science supplemented by brains, brawn and indomitable energy.

The huge peaks appear to be frowning down upon the intruders who have invaded their domains inviolate from the desecrating hand of man for countless centuries, angry at the pigmies who are disturbing the silence and marking the virgin snow with smoke and ashes and other evidences of their mundane activities. Two big steam shovels, one of them scooping up as much as ten tons at once in its hungry maw, are to be seen at work in the cutting which will lead up to the portal of the passage through the bowels of the earth.

The tunnel will follow a straight line under Mount Macdonald, emerging in the Beaver Valley at a point about 1,000 feet below the present line, which, as described previously, reaches the summit by a gradual incline on a route notched out on the eastern slopes. The eastern entrance is situated almost immediately below Hermit, a flag station east of Rogers Pass, and nearly 47 miles west of Golden.

Gazing up the rugged sides of Mount Macdonald from the Illecillewaet Valley, the course to be followed by the big bore can be plainly traced. Up to the timber line a space has been cleared between the trees, posts being planted to mark the path which will be taken inside the mountain. A centre line has been mapped out right up to the top of the peak, on the apex of which is a pole with a signal flag, from which observations may be taken from both the Illecillewaet and Beaver Valleys.

Mount Macdonald can only be climbed from the west side, as it drops down practically sheer on the eastern slope. When the signal flag was being planted on the extreme summit last August, the staffs of engineers at the eastern and western camps sighted their instruments from both valleys, and checked up their previous calculations in order to ensure perfect accuracy in projecting their respective bores. The pole at the summit indicates the alignment of the tunnel, while a route surveyed around the slopes of the mountain gives the basis for the triangulation. The exact location of the tunnel will be determined by the two courses mapped out over and around Mount Macdonald and by mathematical processes too technical for detailed description here. The highest point reached by the proposed tunnel will be 3,795 feet above sea level, or 4,065 feet from the extreme height of the peak. The passage through the mountain will have a gradual rise of one per cent. to the "interior summit."

The railway after passing through the tunnel will cross Bear Creek, near the eastern portal and follow the course of the Beaver River, ascending to Six Mile Creek, the junction point, ten miles east, by an easy grade. Stoney Creek and other moun-

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tain streams being forded close to the base of the slopes.

The contractors who have in hand the tunnel scheme are applying an entirely new method in tunnel piercing—they are projecting what is known as a "pioneer bore." This is a small preliminary shaft, seven feet by nine, which will parallel the course of the main tunnel fifty feet distant, and will be bored from both ends at the same time. The idea is quite in the nature of an experiment and was decided on only after careful calculation and mature consideration.

One of the principal reasons for the adoption of the new plan was the fact that the C.P.R. wished to have the big undertaking finished by December 31, 1916, three years and a half from the time the work was started. Building a passage five miles long is a lengthy process in the ordinary way. Only a limited number of men can work in the heading at one time, and delays constantly occur on account of blasting and other causes.

With the "pioneer" bore the work will be greatly facilitated. Side drifts will be excavated leading into the course of the main tunnel, and drillers will thus be enabled to attack a number of points at once. While blasting is proceeding in one part of the shaft the workers will be able to continue their activities in another, instead of having to cease work each time a shot is fired, as would be the the case with the one heading. The same applies to the excavation part of the work. Lines of cars, loaded with material, can be kept continually in motion from the various drifts, which would not be possible were the operations concentrated all at one part.

Another great advantage is the fact that the "pioneer" bore will act as a ventilating shaft, enabling the passing of a current of air through two bores and connecting passages. It will also serve a permanent purpose in the same connection on the completion of the main tunnel.

The tunnel operations have a decidedly human interest side. With perspiration dripping from their lightlyclad bodies, the drill men may be seen calmly proceeding with their allotted tasks, paying little heed to the significance of their work. To many of them it is merely a "job"—some, so many daily hours of hard toil, in the bowels of the mountains, so many hours of rest and sleep, and so much remuneration. They give little thought, if any, to the fact that they are engaged in one of the greatest projects undertaken on the American continent.

The temperature outside the day that the writer explored the tunnel was below the zero mark. The snow was crisp, and the air had that sharp invigorating tang about it which accompanies cold weather, but inside it was quite warm. Water dripped from the sides and the roof of the shaft and formed rivulets along the tram tracks and in the ditches on each side. Proceeding towards the heading the almost uncanny silence which prevailed near the entrance was broken by the sound of drills in the far distance, reverberating weirdly through the narrow confines of the tunnel. The heavy rumble of an approaching dump car could then be heard, and a dim light and a shout close at hand soon warned him to step off the track out of the way of the man pushing out a load of rock.

The work is pursued in much the same way as in the level of the mine. Stops are driven and holes bored with air drills, charges set and exploded, and the shattered material placed on cars and run out along narrow gauge tram lines. Electric fans keep a current of air in circulation, removing the dust from the drills and clearing the atmosphere of the poisonous gases from the blasting.

A fresh idea of the immensity of the enterprise is conveyed to the visitor as he looks around him in the tunnel. In the narrow shaft he feels, in both literal and figurative sense, close to nature's hidden marvels. The vision of the peak soaring upwards in its proud height comes before him, and he thinks of the millions of tons of rock and earth which will have to be removed before the two ends of the tunnel meet. He feels a great respect for the science and the trained minds which make possible the projection of bores under a mountain from two sides without visible signs to indicate the course of direction and for the engineers who will calculate to a nicety the exact spot where the bores from both ends will join.

One of the difficult engineering feats carried out in connection with the tunnel undertaking was the diversion of the course of the Illecillewaet River. The stream which, during the spring freshets, assumes the dimensions of a raging torrent, presented a great handicap, as its original channel crossed the location for the approaches at a point where a deep cutting had to be excavated to secure the necessary grade for the entrance of the tunnel, and then skirted the route for a considerable distance. While measures could have been taken effectively for carrying the tracks on trestles or bridges, there would have still been a danger of the river encroaching on the line or undermining the roadbed, and so it was decided to change the course of the stream.

To accomplish this purpose and to prevent future trouble, a deep trench nearly a mile long was dug on the left side of the approaches. This will act as a continuation of the original channel of the river, and will divert the stream past the cutting to a point where an arched culvert will turn the water under the tracks again into the old creek bed on the right side of the railway.

The tunnel contract covers eight miles of the improvement scheme, which will extend to Six Mile

(Continued on page 433)

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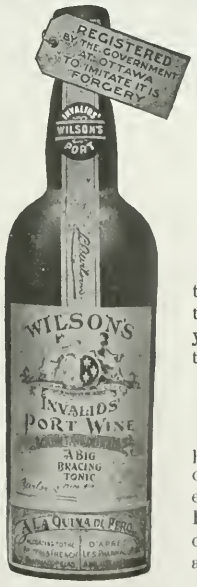

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WILSON'S INVALIDS' PORT

(a la Quina du Perou)

Our advertising campaign this season will be more extensive, by far, than previous years. Be prepared to reap the benefit of this campaign.

Replenish Your Stock

Wilson's Invalids' Port is prepared from the rich juice of selected Oporto grapes and extract of Peruvian Cinchona Bark, absolutely no alcohol or any other ingredients are added.

Wilson's Invalids' Port Agency

87 St. James Street, Montreal

Studying the Man Higher Up.

Written Specially for the Canadian Druggist by D. Charles O'Connor, author of "Commercial Pharmacy," etc.

When you have become thoroughly familiar with your duties of early training, which we found out were : obedience to store rules ; systematizing work in order of its importance ; accuracy in labelling, in sales records, in weighing, in handling goods ; punctuality ; saving a portion of your income ; neat appearance, and in knowing the prices and locations of goods so as to wait on customers promptly ; when you have mastered all these duties, then it is time to look up the man above you. Find out just what his duties are and how he does them. Some day you expect to be an efficient manager, either for yourself or for someone else ; so you should not lose sight of the fact that it pays to learn every detail of the business.

Every day some little things come up which you should make note of and sift to the bottom. Familiarize yourself with these little details, for they are business lessons, and the more of them you acquire while working for someone else the fewer of them there will be to impede your progress when you manage your own business.

Keep your brain—your think-tank—in use thinking of new ideas. As fast as these ideas come to you put them down in your idea book or on your idea card. Then reason them out and see if they will apply to the store where you work. You probably will have to discard some of them because they won't fit, but several of them will. This will benefit you greatly in the future. It is a great training.

When you have a good idea well thought out, tell your employer about it, explaining why it is better than the idea he is now using. If he tries it and finds out that you were right, you have made a good impression. He will watch you closely from that time because he realizes you are a little ahead of the ordinary clerk.

When you have completed a certain task assigned to you don't stop working and hang around waiting for another assignment. Assign something to yourself. See what is the next task of importance and do it without waiting to be told.

Don't feel slighted if your employer don't compliment you every week or every month. He has his eye on you, but he keeps his thoughts to himself. When you give him proofs every week that you are far ahead of the ordinary run of drug clerks he can't help noticing the difference. Some employers think that it spoils a drug clerk to compliment him, and that is one reason why they don't do it. I know there is something in that stand, too ; for I have seen clerks get a swelled head and go all to pieces after having been complimented repeatedly.

It is quite commonplace for music teachers, especially the classic professors, to take this stand. They will not compliment their pupils, on the ground that it will make them feel better than they really are as music students. I know a Boston pianist and successful teacher who told me about one of his pupils. He praised this pupil very highly, but wouldn't say so to the pupil in person. Finally, one day the pupil performed a difficult concert piece on the piano so beautifully and so masterfully that the teacher burst out with compliments and said, "That climax was wonderfully played. That bravura passage was immense. I heard every note. Your use of the pedal was perfect." Those compliments were the first that the pupil heard direct from his teacher, and he didn't hear those until he had been a pupil for two years.

This same teacher had another pupil who had an easy position at the piano. After the pupil had studied nearly three years he said to his teacher, "Why don't you criticize the way I sit at the piano and the way I hold my elbows or wrists ? You never told me whether or not I sit correctly at the piano." The teacher replied, "I didn't criticize your position at the piano because I couldn't. You have a natural seat at the piano that is perfect. That is why I didn't criticize it. You couldn't improve it."

Your employer may be like the piano teacher. He may have been watching you and complimenting you to others just as the piano teacher complimented his pupil to me. When promotion time comes around you will probably be slated for the position above your present one. That will be your employer's expression of his confidence in you and will be the best compliment you can get. Therefore, don't be discouraged if the compliments come few and far between. If you are showing signs repeatedly that you have better stuff in you than the ordinary clerks the compliments are piling up in your employer's mind, where they will be stored until the right opportunity arrives to dislodge them.

Some employers never think of giving compliments, and still others give them quite often. In any case, if your work is out of the ordinary, it is generally appreciated, compliments or no compliments. If it isn't and you don't get the promotion you deserve or the kind of treatment you are entitled to, you ought to get into another store, where you can get ahead faster and where your superior abilities will be recognized and appreciated.

Keep close tabs on the clerks above you. If he marks the goods, ask him if you can mark them once in a while. If they come in on his day out or

On the Welland Canal.

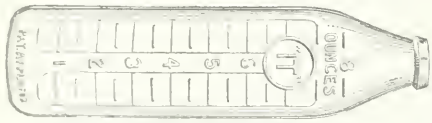
A Scene in the Niagara Peninsula.

Summer Outings on the Line of the Temiskaming and Northern Ontario Railway.

THE NEW NON-ROLLING ROUND NURSING BOTTLE

"IT" STANDS GOOD. "IT" LIES QUIET.

It is made in beautiful white flint glass, is handsome, and sells. Canadian trade supplied by the Richards Glass Co., Toronto, Canada, and lettered with your name if desired.



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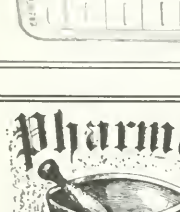

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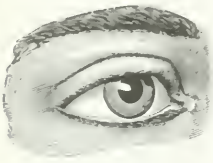

OPTICS and OPHTHALMOLOGY

WITHIN REACH OF EVERY DRUGGIST

LISTEN!! OUR STAFF DOCTORS conduct a demonstration at your store, and advertise it far and wide. Bring Eye Sufferers and Optical Buyers. Teach you the sure safe methods, without loss of a single day. Build an optical practice worth thousands, which you are enabled to carry on.

WRITE TO-DAY. THIS SEASON'S BOOKING NEARLY COMPLETE.

ROYAL COLLEGE OF SCIENCE

ROYAL COLLEGE OF SCIENCE, West Queen St., TORONTO, CANADA

afternoon off, ask him if you can mark them and put them away.

If he paints the signs and the price tickets, try your hand at that. I notice many drug clerks doing sign writing. It shows enterprise, and quickly attracts an employer's attention. You ought to make yourself so familiar with the duties of the man above you that you could step right into his shoes if he should leave, or be promoted, or be taken sick.

The understudy in the theatre and in the opera has to do that. He has to take the principal role sometimes without a rehearsal. Suppose you are a junior clerk, and the head clerk is out sick for two weeks. If you could do his work fairly well and take a lot of work off the proprietor's shoulders during those two weeks, wouldn't you be pretty apt to make a hit with your proprietor? That would be a good test for your previous preparation for such an emergency. If you had prepared yourself carefully for the position above you,you would have felt at ease during those two weeks. If you had no previous preparation you surely would have made a mess of it.

The first lieutenant of a military company must be familiar with the duties of the man next higher in rank,—the captain. He must be able to take the captain's place at a moment's notice. Then the care of the company, its efficiency in drilling, its equipment, its discipline, fall on his shoulders. He must know the school of the company. Just so, the captain has to know the duties of the major—the school of the battalion.

In like manner, the major must know the duties of the lieutenant-colonel; and the lieutenant-colonel in turn the duties of the colonel, involving a knowledge of the school of the regiment. And so it goes on upward. The colonel must know the school of the brigade to succeed the brigadeer-general. The latter must know the school and the evolutions of the division to succeed the major-general, who in turn must know the evolutions of the army corps to succeed the lieutenant general, or a major-general or a higher number than himself.

An army would be very inefficient if it had to wait for the officers in line for promotion to study up and prepare for a vacancy after the vacancy occurred. The preparation must be made before the vacancy occurs. The vacancy must be anticipated, so you must anticipate a vacancy in the place just above you and be prepared to fill it at once.

The clerk above you is liable to have a long siege of sickness, to be promoted or to leave town; then, if you are well posted on the duties of the position, your employer will put you in it instead of hiring an outsider.

A case like this happened in my store. When my head clerk accepted a position in a large city the junior clerk asked me if I wouldn't let him serve as head clerk instead of advertising for a new clerk. I told him I thought it was too much for him; in fact, I knew it was, for he had never prepared himself in advance for it. He was so sure that he could do it that I agreed to let him try it for two months. He didn't make good, nor did he come anywhere near it; so I had to get a new head clerk. There was a case where the junior clerk—had he been the right kind and had he prepared himself in advance—would have come into a nice position instead of having to remain where he was.

Do not hesitate to push yourself along all you can. The better prepared you are for the position above you, the better chance you have to push yourself along. Mr. Carl Bucher, Professor of Political Economy, University of Leipzig, says: "The German language has an expression for denoting distinction in a line of business which happily characterizes the importance of the personal element in the achievement of success. It is sich hervorthun (literally to do one's self forward). Many miss success because they do not know how to 'do themselves forward in the right place, how to bring their personality into play. In this imperfect world even the capable man who too modestly holds back may all too easily be outdistanced by the mediocre man who is boldly self-assertive." *

I know a capable man who, when offered the position as manager of a music store, held himself back. He was too modest to assert himself. He tried to dodge it. Finally he was forced to take it against his will. Now he is a $5,000 a year man with several stores under him.

I know several drug clerks who are kept down because they are too modest to assert themselves and lack the ability to make their strength felt. Clerks of much less ability pass them because they know how to bring their personality into play and assert what they believe to be their strongest arguments for pushing themselves along. They "do themselves forward" because they are not afraid to make the best of the talents in them, and even though these talents are fewer in number, they know just how and when to use them. While nobody likes the cheeky, brassy clerk, yet people like the clerk with nerve enough to push himself along—"to do himself forward."

(Continued on page 409)

Smiling at a child is like putting gold dollars in the bank of your future happiness.

Never knock your opposition. He may have a better line of goods than you have and does not know it.

* Industrial Evolution, by Carl Bucher. Henry Holt & Company, New York.

THE
CANADIAN DRUGGIST

Monthly Established 1888.

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Editorial.

TRUTH IN ADVERTISING.

How many druggists have lost a regular customer through some misrepresentation? How many new customers have been practically driven from your store because you have charged them one cent more than you should have done? It is a custom with many retailers, and among these may be included a number of druggists, to charge a stranger the top price.

When a stranger enters your store for the first time you have the best chance to advertise your goods, the best chance to advertise yourself and to show how best you can serve that customer. If you treat the customer right he will come again; if you don't, you know the result. He not only refuses to come again, but advertises your business methods to others, and the chances are that some of your regular customers will be taken away from you.

Only a few months ago a customer in a desperate hurry—for it was a case of a serious illness—went into a drug store for certain goods ordered by the doctor. On account of the serious nature of the illness of the patient, the customer asked the druggist to have them charged as he would most probably be back for other goods. This he did, on several occasions during the same week, and did business to the extent of $15. About one week after the customer went in to pay the bill, and the druggist was out. The man was anxious to pay the bill but the clerk did not appear to have a clear understanding of the goods, so the customer proceeded to enumerate the articles he had purchased. One by one they were dotted down by the clerk. Here the druggist entered the store and adjusted the account which amounted to $15. The bill was paid and the customer went away, not altogether satisfied, feeling that the bill was at least two or three dollars too much.

In two weeks another illness in the same family occurred, and the customer went to the other druggist, and it was then he discovered that the first druggist had charged him an extra dollar on three different items. He went back to the druggist and explained the whole thing, and he was compelled to admit that a mistake had been made; but the customer never went there again, neither did his friends.

This was a case where the druggist took advantage because his customer was a stranger, and because it was a case of emergency. This is the worst kind of advertising. Treat your customers right, and you will find it the best kind of advertising.

THE CONVENTION.

There are many reasons why Winnipeg should be an ideal place for the Convention. In the first place, it is a beautiful city. It is growing fast, it is ambitious, its people are speculative; they are looking for all the business they can get; they are looking for all the people they can get; and they are looking for all the Conventions they can get.

According to reports from the Secretary of the C.Ph.A., arrangements are practically complete with railroad companies, and the hotel accommodation has not been overlooked.

The Entertainment Committee have been kept busy for some time, and we can look forward to having an enjoyable time.

This year there are many subjects of importance which every druggist should be familiar with; this, together with the competition, should make the business end of the Convention one of the best ever held.

ON TO WINNIPEG.

There is barely one month between now and the date of the Winnipeg Convention, and everything, practically speaking, is in readiness. The Committees in Winnipeg are doing everything in their power to make the Eastern people feel at home when they arrive there. According to reports from the Secretary, everything is in perfect order, and it looks as though this is going to be the best Convention ever held.

The transportation arrangements are as follows—Single railroad fare, round trip from all points in Canada. Extra boat trip, Upper Lakes, one way $9, both ways, $18, berth and meals included.

Splendid hotel accommodation has been arranged for, and rooms can be had from $1 to $3 per day, just half the regular rates. It must be clearly understood that these prices are made only on condition that a large number of visitors are registered, and that all applications for hotel reservation must be made through the local Secretary, Mr. C. W. Campbell.

DOCTORS' BAD DEBTS.

Every medical man gets bad debts on his books. In some instances payment is not expected, sometimes on account of the impecunious state of the patient, and sometimes because the patient is a particular friend of the doctor, and the question of asking for settlement is of too delicate a nature.

There are many members of the profession who devote much of their time to charity, and do splendid research work without ever expecting financial reward, and at the same time there is no man who is more criticized than the physician.

It is no wonder, in face of these conditions, that doctors try all possible means to escape these bad debts. Probably the reason of so many doctors giving up dispensing is the fact that they can usually collect the dollar or two dollars for examination or advice, and then shoulder the prescription on to the druggist, who has a much better chance of getting his money.

Some doctors have resorted to a practice of collecting accounts, which is very regrettable. Doctors must, like all other people in business, get their accounts paid, and it is up to them to find out the best possible means of doing so. A case was brought to our notice a few weeks ago where a physician had placed a number of accounts for collection in the hands of a Collection Agency. Each of the debtors received a note asking for settlement of accounts for Dr. ——. After three or four days a second letter was sent out. A more insulting, undignified circular was never written. The first line read: "Can you tell the truth? You said you would pay the account, and you haven't done so." The circular went on in this strain to the extent of three or four paragraphs.

When a doctor places his accounts in the hands of such people as these it is safe to say that he will slowly but surely ruin his practice.

'RENT DAY.

What would you think if a sheriff officer came to your store and demanded your rent at once, and if you did not comply with his request, and at the same time pay him $7.50 for his trouble, he would forthwith close your premises? This is what happened recently to a druggist whose rent was only six days overdue. Had this happened in Russia, it might have been overlooked, but it happened in Canada in one of our beautiful Ontario cities. It should be pointed out that this was the work of a well-known real estate firm, and not by the owner of the property.

Surely no sane-thinking man would stand for such treatment as this.

PRESCRIPTIONS.

Why is it that the druggist is compelled to "ring up" the doctor and ask what he wants. It is a fact that the prescriptions which come from a certain doctor in Ontario are never read by the pharmacist, for the simple reason that they cannot be deciphered. It has often been said that doctors and ministers are the worst penmen on earth. There is no doubt some truth in the statement.

The writer was in a store a few days ago when a prescription was brought in by a woman. Had it not been the reputation the said doctor had gained in the city for the past twenty years or more, the prescription would have been reproduced in these columns. It was absolutely impossible to decipher it. The only thing to do was to call up the doctor. This was done, but the doctor was out, and the owner of the drug store was out. The man in charge, although a qualified man of some years' experience, said he had seen some "tough" ones, but never one to equal this.

The result was, of course, that the customer took the prescription to another store, and even then it could not be deciphered. Later on in the evening, the doctor was located, and the woman got her prescription. What useless waste of time and energy. Is it not just as easy to write a prescription out properly? Does the doctor not realize that he is taking a tremendous chance with the lives of human beings. It is quite an easy thing for a druggist to make a mistake when the prescription is so badly written. Generally speaking there are two things one can decipher, viz., the "customer's name," and "Aqua Pura."

TRADE PAPERS DOING GREAT WORK.

In their various fields the trade papers are doing a mighty work for the merchant. They are showing the way to better merchandising methods and are doing much in general to keep their readers abreast of the times. The merchants of this country are better able to cope with conditions today because of the work done and the battles fought in their behalf by the trade papers.

A STUDENTS' GRACE.

In a Scottish college it was the custom for each student in turn to say the grace after meals, and one day a youth took advantage of the opportunity to convey a complaint no one had had the courage to make. He rose and said:

"For rabbits young and rabbits old,
For rabbits hot, and for rabbits cold,
For rabbits tender and for rabbits tough,
Our thanks we render, for we've had enough!"

Suggestions for Store Advertising

By F. E. Troy.

What is the best way to advertise a special line of goods in the drug store? This is a question which often confronts the druggist and the clerk in the store. There are hundreds of different ways, some are good and tend to increase sales, others are of little value and may be considered almost a waste of time.

A short time ago I was persuaded to give an order for, what seemed to me, a very large stock of talcum powder and face cream. This I had put in bottles and jars bearing my own name. When the goods were delivered they certainly looked attractive, and the only thing left for me to do was to properly display and advertise them.

I took the smallest show case I had in the store, and placed a very neatly printed show card at either end and in the centre of a few samples of the goods. The first card read thus:

TALCUMS

Our Talcum Powders are made from the finest Italian Powder. We perfume them with flower odors, and they are beautifully soft and smooth. As they are so fine a powder they cling to the skin, giving a dainty odor and enhancing the appearance.

My idea of selling a special line is that you must first make it special. In the first place there is only yourself who knows it is a special line until you tell the public; and don't forget to let the public know that it is for sale.

My attention was drawn to a little incident in a certain drug store a few weeks ago. A lady entered a store and asked, "Do you keep postage stamps?" Yes, was the reply, and the clerk immediately handed the lady the required number of stamps. As she was about to leave the store she hesitated, and then asked, "Do you keep Talcum Powder?" The clerk replied yes, and journeyed forth to the back of the store, the darkest spot in the whole store. Just think of the "enormous" profit on postage stamps. It was so great that the clerk kept them right under his nose. But the talcum powder which is called for many times a day, and should be a profitable line, was practically out of sight.

This goes to show how careful a clerk should be in placing his goods. It seems a simple thing to place goods around the store, but believe me, it is a business by itself almost. It is well worth studying—try it and you will find it is no waste of time.

Reverting to my own special line of goods, as stated above, I placed two show cards on the glass case, one for the talcums, as above, and another for the face cream, as follows:

OUR SPECIAL VANISHING CREAM

Let us show you our vanishing cream. It is immediately absorbed by the skin, giving a soft velvet tone to the face, and yet it is not greasy or sticky.

PRICE 25C & 50C.

The inside of the show case was well displayed with two lines, and the whole thing presented a very neat appearance. The first day these were on sale I sold eight articles, five of the toilet powder, and three of the face cream. Now, supposing I had put these on the shelves with the other goods; it is safe to say that not one article would have been sold. It bears out my previous statement: if you want to push a special line, first of all tell the people you have it, and then put it where they can see and examine it.

FRANK FARRINGTON

Says:

Get in touch with all the live wires in your line of business you can. The more men you know that are climbing to the top the more help you will get in climbing there yourself.

Be at Winnipeg in August.

STUDYING THE MAN HIGHER UP.

(Continued from page 405)

If you know you are better equipped than the ordinary run of clerks, don't be too modest and hold back waiting for somebody to stumble across the fact that you are. Do something to show your superiority. Mingle with other clerks, get ideas from clerks above you, ask question after question from head clerks in other stores, from your employer, and from successful business men. Ask pointed questions to prove or disapprove some idea of your own. George Horace Lorimer, editor of the Saturday Evening Post, says: "Nothing earns better interest than judicious questions, and the man who invests in more knowledge of the business than he has to have in order to hold his job has capital with which to buy a mortgage on a better one."*

"Do more than you have to do that you may learn more than you need to know for doing your own simple daily task," says Mr. Frank A. Vanderlip, the noted New York financier, "and with this broader knowing and wiser learning you will be laying the substantial foundation that is required for any career of eminence. Learn to welcome new work as new opportunity, and learn systematically to use your time outside of your regular work in gaining a specialized knowledge which will give a thorough grasp of the principles of your business."**

According to Mr. Lorimer, and to Mr. Vanderlip, you ought to know more about the drug business than you really need to know to hold your job. Studying the man higher up is one way to acquire more knowledge of the drug business than you need for doing your own simple daily task.

In a recent article in the Saturday Evening Post, by George Frederick Stratton, entitled "Capitalizing Brains," appeared the quotation attributed to the late Marshall Field: "The man who puts $10,000 additional capital into an established business is pretty certain of increased returns, and in the same way the man who puts additional capital into his brain, information, well-directed thought, and study of possibilities will as surely—yes, more surely—get increased returns. There's no capital and no increase of capital safer and surer than that." See, then that you get this safe and sure capital, information, well-directed thought, and study of possibilities.

I am a great champion of the drug journals. I firmly believe in them. I know that if you will read them through thoroughly and regularly and concentrate your mind on them when you read them, they will be of great benefit to you. They give the latest news of current events, point out possibilities that you wouldn't have seen for yourself, and direct your thoughts on ideas of immediate importance to the drug business. They are experienced men, and their ideas ought to be of great value to enterprising drug clerks.

It is too bad that the drug clerks do not pay more attention to the drug journals. If you do not get a chance to read your employer's drug journals subscribe for two or three good ones yourself. You couldn't invest your money in a better way. When the drug journals are your own you can cut out the articles that interest you and file them away for future use. Write articles on the drug business from your point of view and submit them to the drug journals. Enter their prize contests. Such activity will soon attract your employer's attention, and it will please him to see the interest you take in your line of work.

I well remember how pleased my first employer was when I took part in a debate at a society meeting on the subject, "Shall Druggists' Licenses be Granted?" I took the affirmative side. The next day my employer said to me, "I see by last night's paper that you have been sticking up for the druggists." I replied, "Yes, sir, I have. I couldn't sit there and hear the crazy arguments used against granting druggist's licenses; so I stood up and put them right on many things that they didn't know anything about."

Your employer will be pleased if you show any signs of leadership, such as taking part in debates, speaking at clerk's meetings, writing for drug journals, acting as spokesman for the drug clerks at the druggists' banquets, etc. You will find that this line of work will better your chances to get the job higher up.

Never be quite satisfied with yourself. You can always do better. When you can do your own tasks successfully, it goes to prove that you are fitted for a position higher up. If you are a ten-dollar-a-week clerk, do the work of a fifteen-dollar-a-week clerk. Don't be afraid to do a little more than you are asked or expected to do. You never know what you can do until you try it. Things that seem impossible to you now become possible as soon as you approach them with the proper preparation.

It is never too late to climb. The training for efficiency nowadays is so intense and so specialized as to bring out everything that is in a person. The theory of education in Germany is for the schools to turn out the most efficient, economic units that it is possible to produce, then it is the tasks of the leaders of industry to organize those units into the most economic corps possible. This policy is largely responsible for the great commercial and industrial strides made by Germany during the past ten years.

*Letters of a Successful Merchant to his Son, by George Horace Lorimer. Small, Maynard & Co., Boston.

**Business and Education, by Frank A. Vanderlip. Duffield & Co., New York.

You can make of yourself the most effective unit that it is possible for the drug business to produce. Start now. Prepare for the position of the man higher up. If he trims the windows, watch him, and help him. Try to improve on his work. Think out window displays of your own. Surprise your employer some day, while the other clerk is on his vacation by putting in the best drug store displays in town.

Practice counter displays. Re-arrange goods on the showcases and in the showcases to give more prominence to goods in their selling season. Promotion comes from such exceptional work as this. Your employer can't help noticing you when you do your work more quickly, take more pains with it, show more interest in the store's affairs, show more originality in your methods than the ordinary run of clerks.

To sum up—as soon as you are well posted on the duties of your present position, keep close tabs on the clerk above you. Be ready to step into his shoes if only for a day. Prepare for the next higher position, as the military officer does. Never mind if your employer's compliments are not forthcoming, they are piling up and will come later, just as the music teacher's did. Do more than you have to do that you may learn more than you need to know. Information, well-directed thought, and study of possibilities, together with judicious questions, furnish sure and safe capital with which to buy a mortgage on a better job.

Keep your eyes and ears open, let nothing escape you; always be alert; reach out for knowledge, methods, ideas and system; read the store's literature and advertising, read the drug journals; watch for improvements which others in the same line have adopted and which would be good for your employer; make friends for your employer; in fact, do things different and better than other clerks.

Do more than you are expected to do. Do the ten-dollar job as if it was a fifteen dollar job. When you start to climb you are sure to tread on somebody's toes, to meet with ridicule, to come in for a lot of criticism. Never mind the gossip you hear. If you have the power of achievement in you, assert it, regardless of what people say. Don't be too modest about your capabilities. Assert them at the right time, or some other clerk with less ability but more aggressiveness will pass you by.

Prepare for the position higher up, and when the right time comes, assert yourself—do yourself forward.

Still, if you find yourself in a rut, remember that a rut is the smoothest part of the road.

SASKATCHEWAN PHARMACEUTICAL NEWS.

Arrangements for the establishment of a College of Pharmacy in this Province, whereby the Association undertook to provide a certain sum of money, provided that the University at Saskatchewan would establish a course of study in Pharmacy, were finally approved of by the Association at its annual meeting last year.

As a result the College was started at the beginning of this year with an attendance of twenty-two students, which is ample evidence of the need of such an institution, and abundant testimony of the application, by the students, of the important alliance made by the Association.

The success of the College on the first year of its existence is a source of considerable gratification on the part of the members of the Council who have had the most to do with the negotiations.

The final decision to recommend such an important step was not reached without a considerable amount of misgiving and fear for its success. However, the most satisfactory attendance on the first year of its birth has gone far to dispel the fears of the worst pessimist, and is ample justification for the hope that its success is already assured.

Students in attendance at the session just closed all speak in glowing terms of the facilities which were provided, and of the Professors in charge.

Two members of the Examining Board paid a visit to the College in the early spring, and made special arrangements regarding the examination to be held at the close of the term.

This action was found necessary, for the reason that the By-Laws of the Association provide for the examination to be held early in the month of June. And as it would not be wise to keep the students waiting for the weeks that would have to elapse between the end of the College term and the first week in June, nor would it be possible for this year to move backward the date of the regular examination, they decided that for this year it would be expedient to hold the examination at the University in addition to the regular one in June.

Out of the twenty two students writing on the University Examination, twenty were successful in passing, and their names will be submitted to the annual meeeing of the Association with the recommendation that the Registrar be authorized to add their names to the roll of members.

The Professors who compose the Teaching Staff of the College, are:

Botany—Prof. Willing.

Chemistry.—Prof. MacLaurin, Ph.D.; Prof. Basterfield, B. Sc.

Pharmacy, Materia Medica and Dispensing.—Prof. Alex. Campbell.

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The "Sweet Babee" Nursing Bottle

Pat. May 3, 1910

The "Sweet Babee" Nursing Bottle is easily washed on inside and requires no funnel to fill. The nipple is made in one piece and will not collapse, may be turned inside out and is easily washed.

The "Sweet Babee" is of the right size and will fit all sterilizers Endorsed by doctors and nurses.

Bottles and Nipples	$2.50 per doz.
Extra Nipples only	1.50 per doz.
Extra Bottles only	1.00 per doz.

These prices apply to the Sweet Babee and Noneck Bottles and Nipples.

The "Smico" Bottle Warmer

The "Smico" Bottle Warmer is an especially designed case provided with Aluminum Top, in which any style of Nursing Bottle and Nipple may be placed, for keeping milk warm or cold, as desired. It will keep hot milk hot for cold milk cold for several hours. "Smico" Case is also a protection when traveling against breaking the nurser.

Price $2.50 per dozen.

The Noneck Nursing Bottle and Nipple

The Noneck Nursing Bottle is filled without a funnel and washed out on inside like a tumbler which make it hygienic in every respect. It is recommended by doctors and nurses. The nipple is reversible and without seams, which makes it easy to clean on the inside, and very hygienic.

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Formulary

TOILET CREAMS, ETC.

There is always a steady demand for toilet specialties, and numerous formulas appear from time to time in the Pharmaceutical Press. The following are some of the latest.

Vanishing Cream.

Stearic Acid (white triple pressed)	4 lbs. 12 ozs.
Distilled water	11 pints
Stronger Ammonia water	4 ozs. 6 drs.
Cologne spirit	1 pint
Oil of hyacinth	6 drops
Oil of jasmine (artificial)	4 drams
Artificial musk (crystal)	20 grains
Terpineol	2 ounces

Melt the stearic acid on a waterbath at 75 to 80 degrees C. Heat two pounds of glycerin with twelve pints of water to the same temperature; add the ammonia water and pour slowly into the melted stearic acid, with constant stirring. Mix the rest of the glycerin and water, and heat to 80 degrees C.; pour this into the first mixture, with constant stirring; maintain the temperature and continue the stirring for about 15 minutes. Remove from the heat and beat until cold. Mix the perfuming materials with the spirit and slowly add this, with constant heating to the cream.

Hamamelis Paste.

Stearic acid	2 ounces
Sodium carbonate	131 grains
Liquid paraffin	144 minims
Hamamelis water	10 ounces
Distilled water, by weight, to	20 ounces

Melt the stearic acid in the liquid paraffin in a large, shallow dish with the aid of gentle heat; dissolve the sodium carbonate in seven fluid ounces of hot water, and gradually add this solution to the melted stearic acid and liquid paraffin, with constant stirring for three or four minutes; make the product weigh ten pounds by the addition of hot water, and stir in the previously warmed solution of hamamelis; then remove from the source of heat, stir until cold and beat to a foam. Can be used as a "greaseless cold cream."—B.P.C.

Cold Cream, Greaseless.

Stearic Acid Imported	2 ounces
Glycerine	2 ounces
Rose Water	4½ ounces
Carbonate Potash	30 grains
Borax	12 grains

High temperature should be maintained in making this cream and the Stearic Acid kept hot. Melt the Stearic Acid and bring to a temperature of 212 degrees; dissolve the carbonate potash in the rose water and bring to same temperature. Quickly add the hot saponifying solution to the Stearic Acid; as soon as it begins to solidify, add the glycerine. An egg beater is usually used for experimental quantities. Lilacine or Terpineol makes a suitable perfume, and may be improved by the addition of a few drops of Oil Jacinthe or Hyacinth and an equal amount of Geraniol.

Cream of Quince.

Quince Seed	30
Boric Acid	10
Tincture of Benzoin	30
Oil of Bergamot	4
Vanillin	0.5
Glycerin	1000
Rose Water, distilled	500
Distilled Water	500

All parts are by weight. Crush the quince seed; dissolve the boric acid in the water; add the rose water; in this solution macerate the quince seed for twenty-four hours. Strain the resulting mucilage through fine muslin; add the glycerin and mix thoroughly; then add gradually, with constant shaking, the tincture in which the vanillin has been dissolved, and the oil. Set aside for twenty-four hours and again strain through fine muslin.

Mentholated Toilet Cream.

Any toilet cream may be converted into a menthol cream by replacing the perfume generally used with a solution of menthol in alcohol. Too large a quantity of menthol must not be used, as it may prove irritant, and an excess will be preciptitated from the aqueous cream. The following formula may be used to make a menthol cream:

Tragacanth powder	2 drachms
Glycerin	1 fl. ounce
Menthol	40 gr.
Alcohol	2 fl. ounces
Water, to make	32 fl. ounces
Solution of carmine, a sufficient quantity.	

Triturate the tragacanth with the glycerin, dissolve the menthol in the alcohol, mix the gummy and alcoholic liquids by trituration, color a light pink by the addition of the carmine solution, and then gradually and thoroughly incorporate the water.

Bolated Glycerin Lotion.

Boric Acid	2 Gm.
Stronger Rose Water.	
Glycerin	of each 50 cc.
Dissolve.	

A superior, more antiseptic and healing lotion for chapped hands, etc.—O. R.

White Glycerin.

In different parts of the country various preparations are put up and sold as "white glycerin."

New York Pharmacal Association's
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Lactopeptine Powder (oz. bots.) Lactopeptine Powder (½ lb. bots) Lactopeptine Tablets
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Lactopeptine Elixir, Iron, Quinine and Strychnia
Lactopeptine Elixir, Gentian and Chloride of Iron

Arlington Chemical Co.'s Preparations

Beef Peptonoids (Powder) Peptonoids, Iron and Wine
Liquid Peptonoids
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Palisade Manufacturing Company's
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ASSETS and LIABILITIES

If a company's most valued ASSET is the good will of its customers, then its chief LIABILITY must be its obligation to serve those customers efficiently.

THE TORONTO PHARMACAL CO. LIMITED

has equipped itself with "THE COMPLETE" plant in the Laboratory, Printing, Box Making and Carton Making Departments, to enable it to produce special packages of unusually attractive appearance, carrying the druggist's own imprint.

Let us have your ideas of an attractive carton that will stamp your personality upon your goods, and we will work out the design for you.

THE TORONTO PHARMACAL CO. LIMITED

TORONTO MONTREAL WINNIPEG

The following are some of the formulas (National Druggist).

1. Bismuth subnitrate ..... 2 drachms
   Glycerin ..... 4 fl. ounces
   Mix thoroughly by trituration in a mortar.
2. Cologne water ..... 1 fl. ounce
   Rose water ..... 1 fl. ounce
   Glycerin ..... 6 fl. ounces
3. Tincture of benzion ..... 2 fl. ounces
   Glycerin ..... 4 fl. ounces
4. Quince seed ..... 1 drachm
   Borax powder ..... 1 drachm
   Cologne water ..... 2 fl. ounces
   Hot water ..... 4 fl. ounces
   Glycerin ..... 10 fl. ounces

Macerate the quince seed in the water for two hours, strain, to the mucilage add the other ingredients, and dissolve the borax by agitation.

ONTARIO COLLEGE OF PHARMACY GOLD MEDALLISTS, 1914.

The standing of the entire class of 1914 was exceptionally high, which makes the achievement of Mr. K. Oscar Hurst particularly marked.

Mr. Hurst, Allendale, Ont. General proficiency, gold medal and John Roberts Scholarship ($100) and three other medals which went by reversion to others. Born in Painswick, Ont., educated in Painswick and Newmarket. Headed his class in Model School. Started pharmacy with Mr. A. E. Patterson, Allendale. Finished with F. S. Taylor, Spadina Avenue, Toronto.

Mr. Russell R. Dustin, Sarnia, Ont. Silver medal, general proficiency. Born in Michigan, U.S. A. Educated at Sarnia Collegiate Institute. Served apprenticeship term with Mr. A. B. Johnston and Clement Drug Co., Sarnia, Ont.

Mr. W. E. G. Donnell, Keswick, Ont. D'Avignon Gold Medal (Dispensing). Born at Bradford, Ont., and received early education in the schools of that town. Matriculated July, 1907, served apprenticeship term with the late Mr. W. H. Field, of 675 Spadina Ave., Toronto.

Mr. W. Glen Armstrong, Brussels, Ont. Fotheringham Gold Medal (Materia Medica). Born in Brussels, Ont., served apprenticeship term with Mr. F. R. Smith, Brussels.

Mr. Ernest G. Denman, Elora, Ont. Scott Gold Medal (Botany). Born in Elora and educated in the schools of that town. Spent apprenticeship term with Mr. S. J. Stevenson, Ottawa, Ont.

Mr. Hugh J. Henderson, Welland, Ont., Chambers Gold Medal (Chemistry). Mr. Burton D. Trout, Goderich, Ont., John Roberts Gold Medal. Mr. Geo. Taylor, London, Ont., Heebner Gold Medal (Pharmacy). We could not procure photographs of any of these gentlemen.

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TRADE MARK

NATIONAL FLUID EXTRACT OF ERGOT versus OTHER PREPARATIONS OF ERGOT

WHICH SHOULD THE PHYSICIAN PRESCRIBE?

It has been demonstrated beyond a shadow of doubt that ERGOT cannot be tested by any artificial means, or by physiological experiments. The only safe guide is experience at the bedside, where the physician can watch results.

The British Pharmaceutical Codex states "No method of standardizing Ergot by chemical means is at present known." This statement is as true to-day as the day it was written. It would be manifestly unsafe for a physician to accept chemical analysis or physiological experiments as conclusive evidence of the potency of Ergot, as Ergot of wheat or even smut will answer to the same tests.

The B. P. Codex and other authorities make it plain that the chief alkaloids should not be administered, either separately or together, with the expectation of producing the same results as if administered in their proper proportions with other constituents of the drug. On page 356 of the authority named we find the following:—"Though the principal constituent of Ergot is clearly the alkaloid ergotoxine, other substances as yet undefined must also be present in the drug, because ergotoxine produces little or no action on the heart." While on page 357 we find the following:—"The physiological action of commercial ergotinine is so slight as to be negligible; the base does not constrict the blood vessels, raise the blood pressure nor excite uterine contractions." Yet these two alkaloids with other "undefined" existing substances of Ergot and contained in "NATIONAL FLUID EXTRACT OF ERGOT" produce the result which the physician desires.

By our process of manufacture all the substances are extracted in exactly the same proportion as they exist in the crude drug. This is the principal reason why NATIONAL FLUID EXTRACT OF ERGOT always responds to the expectation of the physician.

It is plain, therefore, if the physician desires to stimulate the action of the heart, constrict the blood vessels, raise the blood pressure, excite uterine contraction, or arrest uterine hemorrage, the only safe course is to prescribe a preparation of Ergot manufactured along scientific lines, and bearing the stamp of successful use in the hands of many of the most eminent physicians of the country. This preparation is „NATIONAL FLUID EXTRACT OF ERGOT."

NATIONAL DRUG & CHEMICAL CO., of Canada Limited

Central Pharmaceutical Laboratories, MONTREAL.

C. Ph. A. CONVENTION

Prizes to be Awarded for the Best Papers Presented at the Convention

The local Executive of the C Ph.A. announce that they will award prizes for the three best papers presented at the forthcoming Convention. The prizes will be as follows:

1st prize	$50.00
2nd "	25.00
3rd "	15.00

The following regulations will govern the competition, and awards will be made with the consideration to the following points:

1st—As to the value of the paper as applied to present day pharmacy, either professional or commercial.
2nd—As to practical limitations of the subjects.
3rd—As to originality of subject matter.
4th—As to the monetary value in relation to practical pharmacy.

The following rules will govern the competition and must be strictly adhered to by the contestants:

1st—Due notice that a paper will be presented must be in the hands of the Local Secretary not later than July 1st, 1914.
2nd—All papers to be entered in the Competition to be in the hands of the Local Secretary not later than twelve o'clock noon, Monday, August 10th, 1914, and to be sent to him by REGISTERED MAIL.
3rd—All papers to be typewritten on one side of the paper only and to be properly paged.
4th—Each paper to be appropriately titled and to bear the bona fide signature of the author
5th—All Competitors to permit publication over their signatures of the papers presented in the various Drug Journals if desired, original copies to be returned if requested within a reasonable time.
6th—All papers to be written in English.
7th—All Competitors must be members of the Canadian Pharmaceutical Association.

The judges to be composed of the Executive of the Canadian Pharmaceutical Association as constituted for 1914, with powers to add to their number, who will convene prior to, or during the Convention, and announce their findings on Thursday, August the 20th, or at such other time as they see fit. All regulations governing the voting power of the Executive, etc., to control the vote, whose decision shall be final in all cases.

CLERK'S COMPETITION

1st prize	$20.00
2nd "	10.00

will be awarded the certified clerk or registered apprentice presenting the best paper on any of the following subjects:

(This Competition is also open to registered pharmacists, acting in the capacity of clerks or managers.)

1st—A Clerk's Relationship to His Employer.
2nd—An Employer's Relationship to His Clerk.
3rd—Practical Ideas on Salesmanship.
4th—The Value of a College Training.
5th—The Advantages of Advanced Preliminary Qualifications.

This Competition to be governed by the rules as set forth in the above Competition, with the exception of rule seven. For further particulars apply to C. W. CAMPBELL, *Sec'y Local Executive*, 331 St. Mary's Avenue, Winnipeg, Man.

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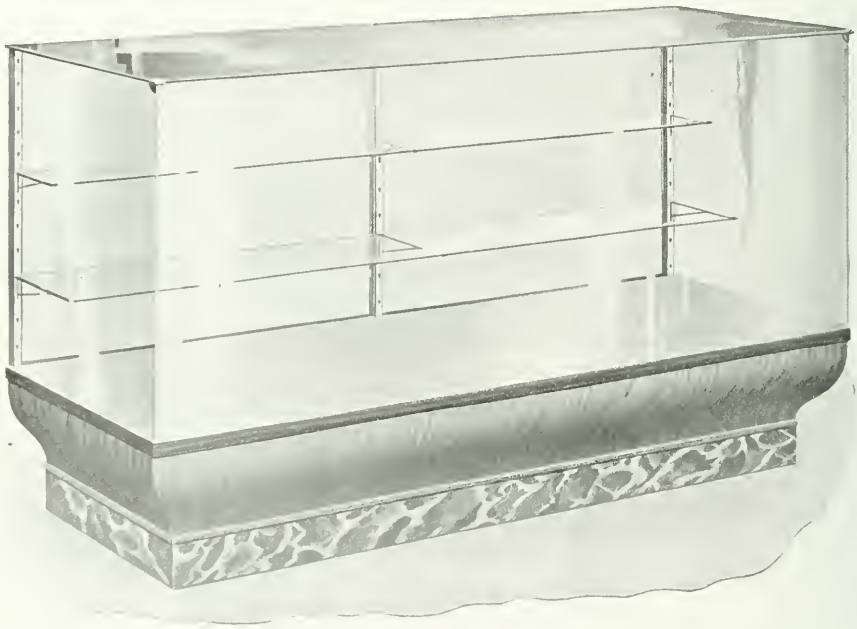

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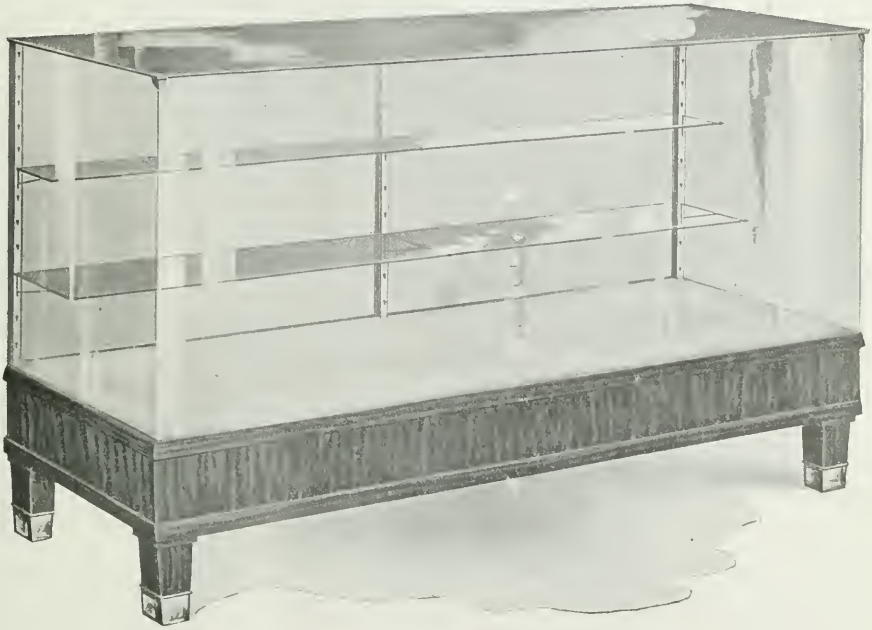

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NO CO-OPERATIVE IDEAS.

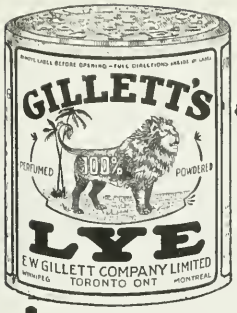
It is very often said that the person who looks on sees more than those who actually take part in anything, be it sport, business or methods of living. For this reason the commercial traveler might readily become a veritable mine of useful suggestion if it were not for the fact that he hesitates at posing as a know-it-all. The strange characteristics of certain communities are ever a source of wonder to the visiting business men, even if that wonder is not always expressed. There any number of small communities, in Ontario, for instance, where nothing on earth ever seems to bring the inhabitants together with a common purpose, unless it is a fire or a funeral. Even the latter, with the remains of a leading citizen as a subject, would show notable exception to any unanimity.

Looking at it from the viewpoint of an outsider, it seems that for this devil-may-care reason, many small communities develop haphazard, if they develop at all, show enterprise only in spots, and become hot beds of mistrust and dissension.

There are towns where the blinding dust will fly all summer long because Bill Jones suggested a watering cart, and Jim Smith, who has allowed a mortal hatred to grow and thrive in him for the aforesaid Jones, opposed the cart and decided to put up with the dust, just to peeve old Bill a bit. Meanness, cussedness, doggoness, pure and simple. The town is blasted by the pettiness of a few who are of one accord only in disagreement.

Go back to the origin of the hatred between Jones and Smith, and ten chances to one if you could find a real reason. From a municipal standpoint, it seems almost incredible that so many small places should just grub along, governed by the prejudices of a few, and only showing action born of mistrust. In how many small towns of Ontario will there be tree planting with a view to improve the appearance of the place? Where may one find a public square with its green sward and flower beds? No doubt such an improvement would add a few cents to the taxes, might even find employment for some of the old men who aimlessly dodder about all day. It might also give the grandchildren of the merry haters some cause to remember their grandparents with affection. It might also make the old town a place to be remembered with pride.

There are some towns in Ontario where they thought of these things twenty or thirty years ago. There are other towns where nobody seems ever to have thought of anything for the good of the town. The strangers who come and go mark the difference between these places and have their opinions. The people in the unenterprising places never know how often opportunity may have passed them by, while they were engaged meanwhile in hating one another, and like monkeys, alternately grinning and making faces. It seems to the writer that hell might easily be a series of small villages, where everybody hated everybody else, and nobody cared a tinker's damn for the good of the community.



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"SOLOID" OPHTHALMIC ZINC SULPHATE COMPOUND.

"Soloid" Ophthalmic Zinc Sulphate Compound, issued by Burroughs, Wellcome & Co., contains Zinc Sulphate, gr. 1-500 (0.00013 gm.), Boric Acid gr. 1-20, (0.00032 gm.), Tincture of Opium min. 1-15 (0.0039 c.c.) and "Epinine," a synthetic product with activities similar in kind to those of supra-renal extract, gr. 1-10 (0.0065 gm.). This useful formula presents true astringents in the shape of Zinc Sulphate which diminishes hypersecretion, and "Epinine" which possesses powerful styptic properties and markedly reduces the ecchymosis of conjunctivitis; while, in virtue of its boric acid and opium constituents, the product is mildly antiseptic and analgesic. These special qualities and the well-known general convenience, reliability and keeping power of "Soloid" Ophthalmic products ensure for "Soloid" Ophthalmic Zinc Sulphate Compound large opportunities in practice. In the relief of the painful and troublesome conjunctivitis, caused by dust,—e.g. in the case of motorists and others,—it has proved highly successful.

"Soloid" Ophthalmic Zinc Sulphate Compound is issued in tubes of 12.

And it is easier to see through some people than it is to see through a glass eye.

FIXED PRICES BEST FOR ALL

BEST FOR THE DEALER

Price Maintenance protects the retail merchant from unfair competition, from the price-cutter who opens a store near by, conducting a business on a "cheap" and unreliable basis, destroys the trade and prestige which has been built up by long, hard effort.

Price maintenance means profit maintenance for the retailer. It safeguards his profits and makes them stable. If the price cutter is allowed to flourish, the profits of all the retailers will eventually be forced down and the entire business will deteriorate.

Price Maintenance makes selling easier. It instills public confidence in the integrity of the retailer and the quality of his goods. You can sell a prospective far easier if he knows that he is paying the same price that everybody else pays.

Price Maintenance means quality maintenance. The prosperity of the retailer depends on the quality of the goods he buys from the manufacturer. If price-cutting becomes the established rule, the manufacturer cannot maintain the same high quality in his products, the public will refuse to buy inferior goods, the retailer will suffer.

Price Maintenance is the bulwark against business ruin. It is the one method whereby every merchant, big or little, trades upon an equal basis with every other merchant. It means fair play, honest reward for honest merchandising. Price-cutting, on the other hand, means a free-for-all., cut-throat fight, a general depression of values, and the eventual degradation of the entire drug business.

BEST FOR THE PUBLIC

Price Maintenance means that the prices are right. It is the one great protective method whereby the buyer is certain that he is paying exectly the same price that everybody else pays for the same goods.

Price Maintenance means that the quality is right. : that the goods are worth exactly what the buyer pays for them. With the general bait of "Bargain" to catch the buyer, the price-cutter frequently deceives him into buying goods of inferior quality, under the delusion that he is getting high-grade goods on which the prices have been cut. Price Maintenance shields him from this lure. "Cheap" prices always mean "cheap" goods.

Price Maintenance means that the store is right: that the public can trust the character of the merchant and the character of the goods. Doubt and suspicion are removed from the buyer's mind and he can rest comfortably assured that he is not dealing with mountebanks and "sharpers."

Whatever is best for the public is best for the dealer. Price maintenance protects both.

(From the Keystone.)

The Dr. Miles Medical Co.

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TO THE CANADIAN TRADE ITS
WELL KNOWN PREPARATIONS

NERVINE--HEART REMEDY
BLOOD PURIFIER--TONIC
ANTI-PAIN PILLS
NERVE and LIVER PILLS

ALL ARE PRICE PROTECTED.

All are satisfactory, both to the trade and the public.

In stock by all Wholesale Druggists.

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6 2/3 doz. costs $11.40, sells for $20.00
NET PROFIT $8.60, or 75%
50 CENT. SIZE COUNTS DOUBLE ON QUANTITY

RECOMMEND MENTHOLATUM

AT THIS SEASON FOR

CROUP — CHAPPED SKIN
COLDS — SORE THROAT
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BURNS — CATARRH

The Mentholatum Co., Bridgeburg, Ont.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded---Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully protected by patents

IT IS A MARVEL

You can safely recommend it.

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

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Sole Proprietors
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All Jobbers Sell it

THE PROBLEM OF HIRING GOOD CLERKS.

By Frank Farrington.

The question of hiring clerks has long been a puzzle to many druggists. Each man has his own way of summing up an applicant for a position as clerk in his store, and we think we are safe in saying that there is not one of our readers who has not, at some time or other in his business career, been "taken in."

The following, which was taken from the Baker and Confectioner, contains some good suggestions which will be found just as valuable to druggists as to people in the grocery or confectionery business :—

It is always easy to get a new clerk. The woods are full of young fellows and girls who are looking for jobs in a confectionery store. Unfortunately there is more to it than the mere engaging of some young person to come and spend a certain number of hours per day in the store in return for so many dollars per week.

There should be, of course, a rule against hiring more clerks than you need. If you have more than are busy at any one time, the probabilities are that you have too many. It is better to have an occasional customer wait a few minutes than to pay out in clerk hire more than that customer and many others would pay in net profits.

It is easier to add to the force of clerks than it is to add to the receipts of the store, though it may be set down that it is easier to get customers than it is to get good clerks.

No one can tell you how many clerks to hire, though it may be possible to make some suggestion as to what kind to hire.

Deception of First Appearances.

When a candidate comes to you to apply for a job, it is well to bear in mind that while anyone can get up in good style to ask for work, it is not every one that can keep up that style in doing the work. When a man is applying for a position, if he has any good points in him at all and is not a born fool, he will appear at his best. He will make his best points most prominent.

You want clerks who will be neat in appearance, but do not get the idea that because they are neat when they came to ask for work, they will always be neat while doing it. Neatness is easily assumed temporarily, but it is only made habitual when it is natural, inherent. Beware of the too highly polished sample of manners and dress. It is average excellence that you want, not spasmodic. Fine personal appearance is of little value unless it shows up every morning at opening time and lasts until closing time every night.

Of course we all want honest, sober and industrious employes. We may even ask an applicant whether he is honest and sober. A man who is not and the man who is will probably alike return one answer to such a question. However, there is a difference in the way the answer is given.

If an applicant protests vehemently regarding his virtues and almost acts as if he were refuting an accusation, it is safe to assume that he feels that there is a reason for taking that attitude. If he claims to be honest only as a man claims that which is his by inherent right—if he seems to feel no necessity for expostulating and for promising, it is more than likely that he is all that he claims and perhaps more.

No matter how much an applicant claims, there is only one way he can prove those claims, and that is by delivering the goods, by doing what he has claimed he can do. The man who will not come on trial, with the understanding that if he does not come up to his own claims he will throw up the job, that man may be suspected of a lack of faith in his own ability to make good. If he really thinks that he can do what he has said he can do, he will have no fear of not holding down the position when he once gets it. If he is in doubt as to his ability, to live up to his own self-made recommendations, he is not the man you want anyway.

Of course it is the new broom that sweeps clean. Any clerk may do remarkably well at first. Don't make a life-long contract with any man on the strength of what he does the first week or two. Wait until you find out how he wears. Wait until the novelty of the situation has worn off and the work which might be fascinating at first becomes an old story and a matter of routine.

But once a man's actual quality and value to you is determined, do not hesitate to make a contract with him for a definite period. It will be more satisfactory for both sides of the proposition.

Mistake of Underpaying Help.

The question of how much to pay help is one that is peculiar to every individual instance. It is influenced by the rate of wages current in the town, by the scarcity of help, by the cost of living, etc. But this much is certain : there is never anything to be gained by underpaying an employee. The man who is underpaid may do his work well for a time, but he will become dissatisfied before long and try to get even. Better to over-pay a little and then expect the employee to come up to the higher rate. The man who is well paid can be called upon for almost any effort with a right to expect him to make it. The man who is underpaid is likely to fall down on anything he undertakes that is out of the regular, simple routine work.

It is estimated by some merchants that the cost of actual selling is five per cent. to six per cent. of the sales amount.

It must be remembered, however, that more things are to be taken into consideration in hiring

THE FACT

THAT

GIBSON'S CREAM TOFFEE TABLETS

GAINED the GOLD MEDAL and GRAND PRIX at Exhibition of the Institut International d'Alimentation and d'Hygiene, held recently in Paris, is just one more link in the long chain of evidence which goes to prove that this delicious sweetmeat is building up for itself an unique reputation in the history of confectionery. Gibson's Cream Toffee—every tablet stamped "Gibson"—is now known to the consumer in the principal countries of the world as the finest product of the confectionery art, and, as such, is rapidly becoming a household word. The number of testimonials Gibsons have received from their Chemist friends is ample proof of this assertion.

Packed in cases that contain 12 5-lb. bottles, which bottles, when set out, make an attractive display.

Medicated and High-class

LOZENGES, PASTILLES,

and A L B. P. C. Compressed Tablets.

ROBERT GIBSON & SONS

LIMITED

MANCHESTER and LONDON

help than mere selling ability There is courteous treatment of customers, stock keeping, social standing, etc. Girls have to work more cheaply than men, but if I had a girl clerk who was doing a man's work, and making good in every way that a man might in the same position, I would not hesitate to pay her more than a girl's wage. No employee can be transformed from a poor one into a good one by increased pay, but a good one can often be made into a better one by a raise.

They are not Machines.

Clerks are entitled to generous treatment in other ways than in regard to the mere salary proThey are as likely as the proprietor to be affected position. They are human and not steam engines. by overwork. They will appreciate a half-day or a whole day off as well as the boss. They will work all the better for a rest, and there are many times when an employee can be given some time off other than that stipulated in the contract, without the store or the employer suffering loss or inconvenience.

It is the duty of the merchant to protect his employee as far as possible from temptation or dishonesty. I believe that a man who places temptation before another person is, to some extent, morally responsible when that person yields to it eventually.

This means that every confectioner ought to have his cash system under such regulation that his clerks will never have the feeling that he has an opportunity to pick up a dollar without any chance of detection.

In this connection it is well to have it understood that you, the man who hires and pays the wages, have a right to know what your employees do outside of store hours. You have the right for this reason; if an employee is wasting his life and his money in dissipation and gambling, it is a moral certainty that he will end by taking some of your money.

If what he does outside of store hours has no influence of a detrimental character upon what he does inside of those hours, it is by all means none of your business.

Don't tempt a man to over-rate himself when you are hiring him. He is anxious to appear to good advantage, and sometimes an honest and ambitious young fellow may commend himself higher than he realizes, higher than he means to, and than the facts warrant. If you find the applicant making out too strong a story, tell him that you would rather have him make it just strong enough to get the job and then to do better than he promises.

Ambition to Sell Goods.

Honesty, sobriety and steadiness are excellent virtues in a clerk. You need them all. But don't stop with getting those. Realize that you need in addition the ability to sell goods. A man who is a real salesman who knows how to sell goods other than those that are demanded by the customer, can increase your sales enough to pay his wages. He will make money for you over and above his wages, while the simply honest and reliable chap may earn only enough to pay his weekly salary.

A clerk's ability can be judged to some extent by his ambitions, by what he is planning to do, by what he is studying in order to keep growing. Look out for the fellow who has stopped growing, who is right where he was a year ago, who thinks that he has learned enough about the business so that he need not read the trade journals, or study salesmanship or business methods.

Make a friend of your clerk and he will be worth to you two or three times what he might otherwise be. He will want to help you because he likes you rather than merely because he is paid for helping you.

Show all the appreciation you can of what the clerk is willing to do for you. Reciprocate in every possible way. Successful relations between employers and employees can no more be carried on upon a strictly business basis than successful relations between merchant and customer. The human element cannot be prevented from entering.

INTERNATIONAL PEACE TATOO.

Big Musical Number at Canadian National Exhibition has Novel Features.

The big musical number at the Canadian National Exhibition this year will be the International Peace Tatoo. Ten bands, a total of four hundred musicians, will take part in it, and it will be in itself a celebration of the hundred years' peace between Britain and the United States. The bands will wear the uniforms of a hundred years ago, and in their countermarching will play the patriotic airs handed down to us by our forefathers. Dr. Williams, of the Grenadier Guards, will be the conductor.

Once upon a time there was a boy, and he applied for a job.

"We don't want lazy boys here. Are you fond of work?" asked the boss.

"No, sir!" answered the boy, looking the boss straight in the face.

"Oh, you're not? Well, we want a boy that is."

"There ain't any," insisted the boy, doggedly.

"Oh, yes, there are! We have had a dozen of that kind here this morning looking for a situation with us."

"How do you know they are not lazy?" persisted the boy.

"Why, they told me so."

"So could I have told you so; but I'm not a liar."

Correspondence

The Pas., Manitoba.

Canadian Druggist,
Toronto, Ont.

Dear Sir,—Enclosed find $2 for arrears for one year and renewal of my subscription. I am sorry this bill has been overlooked, and must thank you for continuing to send the Druggist. I would miss it very much, as I consider it an excellent trade paper, interesting and instructive. It is the only means whereby a druggist can keep up-to-date.

Yours truly,

CLIPPINGS FROM THE LAY PRESS.

"On account of the crowded conditions of our columns, a number of births and marriages were postponed last week."—Bloomfield (Ind.) Democrat.

"Madame Stringfield, the expert corsetere, will arrive this afternoon from Huron, where she has been demonstrating the Gossard corset for a week back."—Yankton Press.

"Wanted—Nurse to take charge of two boys, experienced, between thirty and forty."—Chicago Tribune.

"Mrs. J. L. Park left for Paris to-day, where she and her husband, from whom she has been separated for some months, will again take up the battle of life."—Oakland (Ill.) Messenger.

LOST.

A fat German, with big beads of perspiration streaming down his face, was darting in and out among the aisles of Eaton's store on Portage ave., Winnipeg.

His excited actions attracted the attention of all the salespeople, and they hardly knew what to make of it. A husky young man, of the clothing department walked up and asked :

"Are you looking for something in men's clothing ?"

"No, you slob," he roared, "I'm looking for something in vimmin's clothing. I can't find my vife !"

Dr. F. B. Power, Director of the Wellcome Chemical Research Laboratories in London, was the recipient of an interesting presentation on June 5. This took the form of an illuminated address, the design of which was based upon a very beautiful folio in XIV Century MS copy of the Wyclif Bible. The presentation was made by Mr. G. E. Pearson on behalf of the leading members of the staffs of the scientific and commercial enterprises which owe their initiative to Mr. Henry S. Wellcome. The address, which tenders the congratulations and good wishes of the donors on the occasion of Dr. Power's receipt of the honor of the Hanbury Medal, was accompanied by an exquisitely bound blue morocco volume of autographs.

A PERTINENT QUESTION.

Have you ordered your supplies of hay-fever remedies ?

If you are in the "vasomotor-rhinitis" zone you will soon have calls for these products—some of them or all of them : Mixed Infection Phylacogen ; Adrenalin Chloride Solution ; Adrenalin Inhalant; Anesthone Inhalant; Anesthone Cream. All these are efficacious in treatment of hay fever—it is a stubborn case that will not yield to some of them. They are Parke, Davis & Co., products. This means that they will be liberally advertised and detailed to the medical profession. Pharmacists who have not already done so are advised to order a reasonable supply of each of these preparations, as every one of them is certain to be in demand.

The straw that broke the camel's back is carefully preserved all in a little heap in the middle of many a country hotel mattress.

Explain how you succeed, and it may help some other fellow. Nobody is interested in the reasons why you didn't succeed except yourself.

A frown is a good thing for a bad thing, but a bad thing to make a good thing any better.

Creation is the one thing Nature does, and she does it well. Get out and create something, if it's only a good impression.

MADE IN CANADA

Caustic Soda 75-76-77%

Bleaching Powder 35-37%

WINDSOR BRAND

The Canadian Salt Co., Limited
WINDSOR - ONTARIO

THE NICHOLS CHEMICAL CO., Limited
(Selling Agents for Canada)

Pure Medicinal Chemicals

In medicine "the best is none too good"; the

MALLINCKRODT CHEMICAL WORKS LTD.

St. Louis **Montreal** **New York**

are among the largest manufacturers of medicinal chemicals in the world.

"M. C. W." (Mallinckrodt) products are recognized as the highest standard of purity through the United States and Canada and other countries where they have been introduced.

"M. C. W." chemicals used in prescriptions, insure satisfaction to the physician, patient and dispenser.

"M. C. W." chemicals cost no more than other brands and should be given preference by careful discriminating pharmacists.

Price lists mailed free to any druggists desiring them.

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Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request

Canadian Factory and Offices at

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S. S. Stafford's Inks

LARGE PROFITS

are derived from the sale of

PHOTO SUPPLIES

THERE is a constant and increasing demand, and Druggirts are the logical dealers. The initial investment is not large, and repeat orders placed with us are filled the same day they are received.

VULCAN FILM and PLATES
ARGO --"NO-TROUBLE"-- PAPER
PHOTO-PURE CHEMICALS

These supplies sell themselves.

Write for our proposition; We will show exactly how much you should buy and the percent of profits on all goods.

DEFENDER PHOTO SUPPLY CO. INC.

102 Stair Bldg. Toronto

The Soda Fountain

The soda fountain trade is now at its full height, and we give below formulas and methods of preparation of some "drinks" which have proved "taking" ones in the United States, according to exchanges, from which they are selected.

THE DAINTY MOUSSE.

The mousse is one of the preparations for the fountain trade that helps to give a reputation for daintiness. Properly made, it is a delight; it belongs on the menu occasionally wherever there is a good-sized trade with ladies. Especially it is an excellent thing for matinee crowds. In the smaller towns, fountain owners who wish to keep up their variety and make a bid for this class of trade will do well, perhaps, to serve the mousses only on "matinee afternoons."

The mousse is made of sweet cream, whipped, sweetened, flavored and put into moulds and frozen. The molds can be of any desired shape, but the brick and melon are the commonest, of course.

The mousse is also frozen in paper cases on occasions.

A good double cream should be used. It should be not less than two days old, having been kept in a cool place to ripen, and particularly should be thoroughly chilled when manipulated by the operator. The cream should be beaten into a stiff froth and drained in a sieve on ice. When it is drained powdered sugar or syrup is beaten into it as sweetening. It is flavored according to the directions for the particular mousse being made. Fruit pulps or chopped nuts may be used, after which the cream is put into the moulds and placed where it will freeze.

The use of gelatine helps to keep the mousse firm and light, and is absolutely necessary if it is desired to make the finished product richer in fruit than ordinary. A little gelatine goes a long way, however, an ounce being dissolved in water and allowed to trickle into the cream while the latter is being beaten.

The following are some of the most attractive for mousses:

Peach.—Take a quart and a pint of heavy cream, sweeten to taste. Stir in a small cupful of crushed peaches. Put in a mold. Pack in a pail with salt and ice made one-third salt and two-thirds cracked ice. Let set for two hours. Cut in slices. This makes a rich, flaky cream, entirely different from the ordinary ice cream. If you use any milk at all with the cream it will make it full of crystals.

Pineapple—Place in a saucepan with one cupful grated pineapple, half a cupful of sugar, one-fourth cupful of water, and simmer for five minutes. Add the juice of half a lemon, remove from the fire, cool, stir in one cupful whipped cream and one-fourth cupful of gelatine (dissolved in one-quarter cupful of water), pack in mould surrounded by ice, and let stand for two hours.

Cocoanut.—To one cupful fresh, pounded cocoanut add a pint of the richest cocoanut cream and milk, or half a pint of cocoanut milk and half a pint of whipped cream (from cow's milk). Add three-fourths of a cupful of sugar and a little salt, then stir in a small tablespoonful of gelatine which has been dissolved in two tablespoonfuls of water and strained. Freeze.

Strawberry.—Whip one pint of double cream until stiff; mash, strain, and sweeten one pint of strawberries, and stir into the cream; place in a fine sieve until free of all liquid, then put in a mold, pack in plenty of ice and salt and let stand for three hours to chill.

THE DELICIOUS PARFAIT.

The Parfait has almost unlimited possibilities and in skillful hands can be made to add greatly to the attractiveness of the fountain menu and the profitable trade of the store. It is not only delicious, but it is still in most places only a novelty. When it is added to the menu it should be made prominent in some way, and pains should be taken to acquaint patrons with the fact that they are to be had from you.

The parfait is closely related to the sundae, ice cream being used as the base. The syrup, however, instead of being poured over the ice cream, is mixed with it. A little whipped cream is usually added, and nuts and crushed fruits are often desirable. The parfait should be served in a stemmed glass or small narrow glass.

When properly prepared and served in the proper glass the parfait is very tempting to the eye as well as pleasing to the taste. This frozen dainty should not be sold for less than 15 cents, and when it contains nuts the price should be 20 cents.

The parfait admits of much personal taste in adornment. It is topped with whipped cream on which may be placed a couple of Maraschino cherries. In the season, the strawberry is attractive,

dish, rather deep. Almonds, pecans or walnut halves may be used. Also, candied rose leaves or violets.

Place the tumbler on a plate if at a table or on a folded napkin if at the fountain. Place a long spoon beside the glass and serve a glass of water. Either a small portion of cake or crackers may be served with these. When filling the glass do not fill it so full of your mixture that when the whipped cream is added it runs down the outside of the glass. People who eat such dishes want quality not quantity.

Some excellent parfait recipes are:

Cafe Parfait.—Into a mixing glass (a shaker may be used) put a No. 10 cone of coffee ice cream and two small cream ladles of whipped cream, and mix thoroughly with a spoon. Soft ice cream should not be used, as the result is very unsatisfactory. Neither should it be too hard, as it works better and more rapidly if it is not. Better, however, too hard than too soft. When thoroughly mixed, transfer to a parfait glass, being careful not to fill too full and top with whipped cream and drop two Maraschino cherries on top. Those who do not have coffee cream can use either vanilla or caramel and add a little extra strong coffee syrup prepared especially for the purpose.

Honey Dew Parfait. Into a mixing glass put a No. 10 cone of vanilla ice cream, one ounce of honey dew syrup No. 2, and a small ladle of whipped cream and mix thoroughly. Transfer to a parfait glass; cover with chopped nut meats, top with whipped cream and decorate with strawberry when in season.

Orange Sherbet Parfait.—Into a mixing glass place a No. 20 dish of orange water ice and the same of vanilla ice cream; add a ladle of whipped cream and mix thoroughly. Transfer to a parfait glass, top with whipped cream and decorate with a strawberry when in season. Other sherbet parfaits are prepared in this way, and are named after the water ice used.

Peach Parfait. Serve in tall, narrow glass. One spoon crushed peaches, one spoon vanilla ice cream; one spoon crushed peaches, one spoon ice cream, to make four layers. Pour one ounce peach syrup over all. A splendid parfait. Serve with a small spoon.

Strawberry Parfait. Into a mixing glass put a No. 10 cone of ice cream and two small ladles of whipped cream and mix thoroughly; then transfer to a parfait glass, top with whipped cream and decorate. In strawberry season drop two nice ripe berries into the whipped cream. If you desire to serve this, but do not have the strawberry ice cream, you can use vanilla ice cream and a little of the crushed fruit (the fresh fruit is preferable) that has not been diluted with syrup. Always serve a glass of plain carbonated water or ice water.

Cupid Parfait.—Use eight-ounce concave glass for best results. Start by putting a layer of pineapple cubes in bottom of glass, then one small disher strawberry ice cream; flatten this even with a spoon; now place a layer of sliced peaches on this; again one small disher vanilla ice cream; now sprinkle some whole pecans on top and dress with a dash of whipped cream and cherry.

Angel Parfait.—Start same way; use first one layer strawberry; one small disher vanilla ice cream, flatten; one layer of crushed orange; one small disher of New York or vanilla; sprinkle ground nuts on top; dress with whipped cream and serve.

Creme de Menthe Parfait.—Into a mixing glass place a No. 8 cone of hard vanilla ice cream, add a small ladle of whipped cream, a little cream de menthe syrup and a couple of teaspoonfuls of crushed cherries. Mix thoroughly, transfer to a parfait glass and top with whipped cream and a couple of green cherries.

Creme de Rose Parfait.—Into a mixing glass place a No. 8 cone of hard vanilla ice cream, add a small ladle of whipped cream, a little rose syrup and a couple of teaspoonfuls of crushed pineapple. Mix thoroughly and transfer to a parfait glass. Top with whipped cream and two Maraschino cherries.

Snowball Parfait.—Into a mixing glass put a No. 16 cone of lemon water ice (orange ice may be used if lemon ice is not at hand), a No. 12 cone of vanilla ice cream and a small quantity of crushed pineapple. Mix and transfer to a parfait glass and top with whipped cream. This may be served without any decorations or a candied violet may be dropped on top.

Walnut Cafe Parfait.—Into a mixing glass put a No. 10 disher of coffee ice cream, two small ladles of whipped cream and two spoonfuls of chopped walnuts. Mix thoroughly and transfer to a parfait glass; top with whipped cream and decorate.

Orange Parfait.—Into a mixing glass place a small scoop of orange water ice, one and one-half of vanilla ice cream and a ladle of whipped ice cream. Mix thoroughly and transfer to a parfait glass and top with whipped cream and a fresh strawberry in season. Other sherbet parfaits are prepared in same manner, using different water ices and named after the ice used, as "Pineapple Parfait." They make very pleasing combinations.

Cocoanut Parfait.—Place a No. 8 cone of vanilla, maple or coffee and vanilla ice cream in a mixing glass, add a ladle of whipped cream and a couple of spoonfuls of shredded cocoanut, preferably the fresh, and mix thoroughly. Transfer to a parfait glass and top with whipped cream and decorate.

Nut Meat Parfait.—Into a mixing glass put a No. 10 disher vanilla ice cream, add two small lad-

les whipped cream and a couple of spoonfuls of the desired nut meats (chopped fine), and mix thoroughly. Transfer to a parfait glass, top with whipped cream and decorate with a red and green cherry or two or three of the whole nut meats may be placed on the side and a cherry placed in the center.

Fruit Parfait.—Strawberry, pineapple, peach, cherry, raspberry and other fruit parfaits are made in the usual manner, using the ice cream of the name given. Always serve a glass of plain carbonated water or ice water. Crushed fruit may be served in this manner mixed with ice cream. Vanilla ice cream makes a very good base, mixed with crushed strawberry, peach or pineapple. Top with a fresh berry or a cherry.

ORIGINAL AND SELECTED FORMULAS.

Nectarine.—One ounce peach syrup; one-half ounce vanilla syrup; one-half ounce strawberry syrup; one ounce fresh cream. Fill glass with plain soda, using fine stream moderately.

Elysian Punch.—Juice of half an orange; pineapple syrup, ½ ounce; grape juice, one ounce and a half. Add plenty of shaved ice and plain soda to fill glass. If not sweet enough, add a little powed sugar to taste, or the amount of pineapple syrup may be increased. Garnish with sliced pineapple.

Iced Cocoa.—Chocolate syrup, one and one-half ounces; cream, half ounce; tincture of cinnamon, one dash. Serve solid in a ten-ounce glass, half filled with cracked ice; top with cherries.

Creamed Orange.—Into a twelve-ounce glass two-thirds full of shaved ice, put one and a half ounces of vanilla syrup, two tablespoonfuls of orange pulp and one ounce of sweet cream. Fill the glass with carbonated water, fine stream and serve.

Antarctic Mirage.— Strawberry syrup, one ounce; orange syrup, half ounce; claret syrup, half ounce; shaved ice, two ounces; place in a 12-ounce glass, fill with carbonated water, and top off with whipped cream. Serve with a spoon.

Golf Goblet.—Cracked ice, half a glass; pineapple juice, half ounce; lemon juice, one teaspoonful; raspberry vinegar, one teaspoonful; carbonated water to within half inch of the top of a twelve-ounce glass. Add shaved ice, and put a strawberry or a cherry on top, and stick a slice of orange down the side of the glass. Serve with a spoon and straws.

Milkmaid's Delight.—Into a twelve-ounce mixing glass break a fresh egg, add half ounce vanilla syrup; half strawberry syrup; two or three dashes of solution of acid phosphate; half a teaspoonful of malted milk, and fill the glass to within two inches of the top with sweet milk. Shake well, strain and toss, then add carbonated water to fill the glass and finally sprinkle with ground nutmeg.

Yum Yum Shake.—Into a twelve-ounce glass draw one ounce of cherry syrup, one-half ounce of orange syrup, add a portion of ice cream, fill with milk, shake thoroughly and pour into a clean glass without straining.

Walnut Sprinkle.—Into a suitable mixing glass place two ounces of caramel syrup, six ounces of milk and a small scoopful of shaved ice. Shake well and strain into a ten-ounce frappe glass. Now add one No. 20 ladleful of caramel ice cream, which will float. On top of the cream place a Maraschino cherry on a toothpick and over all sprinkle chopped walnut meats. Serve with a few Nabisco wafers placed on a fancy china plate on a lace paper doily. Also give the customer a glass of ice water, a paper napkin, a spoon and straw.

Tyrolean Cooler.—Strawberry syrup, one ounce; orange syrup, half ounce; vanilla syrup, half ounce, grape juice, half ounce; put in a twelve-ounce glass previously half filled with shaved ice, add carbonated water to fill the glass and top off with whipped cream.

Peach Milk Shake.— Peach syrup, one ounce; grape juice, half ounce; pineapple syrup, half ounce; put in a glass with shaved ice, fill the glass with milk, shake well, and serve with two straws.

Grapetta.— Into a ten-ounce glass, two-thirds full of shaved ice, put half an ounce each of lemon syrup, grape syrup and orange syrup, mix well and fill the glass with carbonated water. Decorate with sliced pineapple and a cherry.

Creamed Orange.—Into a ten-ounce stem glass, half full of shaved ice, put one and one-half ounces of vanilla syrup, one and one-half tablespoonfuls of orange pulp and one ounce of pure cream. Mix well and fill the glass with carbonated water. Decorate with a cherry.

Zero Freeze.—Into a twelve-ounce glass draw one and one-half ounces of lemon syrup and add a No. 12 scoopful of vanilla ice cream and lemon water ice; fill the glass with carbonated water and serve with a spoon.

Milk Shakes.—Draw one or two ounces of desired syrup into a twelve-ounce glass. Fill one-third full of shaved ice. Add a teaspoonful of malted milk, shake thoroughly, then fill within half an inch of the top with milk, shake again and strain into a clean glass.

Malted Orange.—Malt extract, one ounce; orange syrup, one-half ounce; put into a mineral glass, and fill with carbonated water, mixing by pouring. Serve solid.

Broadway Sour.— One ounce lemon syrup, one-half ounce orange syrup, juice of half a lime, one dash acid phosphate. Add shaved ice and fill glass with plain soda. Serve solid. Garnish with a slice of lemon. A drink for men.

Billy Bryan.—Grape juice, one and one-half ounces; quarter of a medium-sized orange; half a

lemon; granulated sugar, two dessert spoonfuls; ice one piece, about the size of a walnut; ice water plain, enough to fill a fourteen ounce glass. Take a large mixing glass. Cut a thin slice from the lemon and lay aside to trim the glass; cut a small triangular piece from the quarter of the orange and lay it aside also. Now squeeze the juice from the half of a lemon and the quarter piece of orange into the glass, add the grape juice, sugar, ice and ice water, transfer to a shaker and shake well. Strain into the glass, trim with the pieces of lemon and orange, place two straws in the glass and serve.

Queen of the Way.—Into a twelve ounce glass put one and one-half ounces of vanilla syrup and one half ounce of lemon syrup. Into this break an egg, add one ounce grape juice, 1 ounce sweet cream and some finely shaved ice. Shake thoroughly and fill with carbonated water; strain into a clean glass and serve.

Pineapple Foam.—Draw into a twelve ounce soda glass two ounces of pineapple syrup, and add two ounces of plain ice water. Beat the white of an egg and add to the above mixture; mix with a spoon, and fill the glass with carbonated water, fine stream.

Frappes.—There is no given standard for freezing frappes. They are not made as rich as sherbets or ices, but more like a plain lemonade. Make them about one half as sweet as the ices. That is two pounds of sugar to a gallon of water. Granitos are often served as frappes. Freeze same as water ices, but slightly, having them semi frozen. Serve in glasses and drop into each a slice of orange or pineapple.

The chocolate parfait is made the same as the cafe parfait, except that chocolate ice cream is used.

Oriental Parfait.—Into a portion of vanilla ice cream mix a small ladle of oriental dressing and a little whipped cream. Transfer to a parfait glass and top as usual.

Lime and Pine.—An ounce and a half of fresh pineapple syrup in an ordinary soda glass. Add juice of half a lime, fill glass with plain soda and serve with a straw. Decorate with a slice of pineapple. A fine hot-weather drink for men.

Grape Float.—Fill a twelve ounce glass to within an inch of the top with plain lemonade, then carefully float on the top a sufficient quantity of grape juice to fill the glass, being careful not to disturb the lemonade. A good, long drink and a thirst-quencher.

Sweet Clover Syrup.—The comparatively new flavor known as sweet clover is popular wherever tried. The formula is: Tea syrup, 16 ounces; maple syrup, 8 ounces; acid phosphate, half an ounce; syrup to make half a gallon. Mix the acid phosphate with the syrup and add the other ingredients. Serve same as any other syrup, but in making ice cream sodas or sundaes, use only vanilla ice cream. The tea syrup is prepared by making a very strong infusion of tea (about twice the strength of ordinary drinking tea) and dissolving two pounds of sugar in each pint of infusion. If used for hot drinks the acid phosphate may be omitted.

Mint Bracer.—Into a ten-ounce glass draw one ounce of spearmint syrup, and one ounce of grape juice. Fill one third full of fine ice and the rest with carbonated water. Mix and decorate with a sprig of mint and slice of orange.

Kadiak Zozo.—Into a mixing glass draw half an ounce of vin fiz syrup and three fourths of an ounce of raspberry syrup. Add a little ice and fill one half full with milk, shake and strain into a twelve ounce glass and nearly fill with carbonated water, using the fine stream only. Cover with whipped cream, then carefully place a No. 16 mound of strawberry ice cream on top. Top with a cherry.

Yama Yama.—Into a mixing glass draw one and one half ounces of ginger syrup; into this break an egg; add three dashes of orange bitters, and some ice; shake; fill with soda, and strain into a 12 ounce glass.

Dreamland.—Into a mixing glass draw one and one half ounces of champagne syrup. Into this squeeze the juice of one lemon and add one-half ounce of grape juice. Fill one-half full ice and fill with water. Shake, pour into a 12-ounce glass and decorate with fruit.

Grapinola.—Place in a 12 ounce glass one ounce of wild cherry syrup, four ounces of shaved ice, and two ounces of crushed pineapple; then add two more ounces of shaved ice and fill the glass with grape juice. Make sure that the ice is shaved very fine.

SERVING EGG DRINKS.

The usual manner of preparing egg drinks is first to crack the egg shell on a 12-ounce glass by striking it on the edge of the latter, then break the egg with both hands so that the contents will fall unbroken into the glass, and throw the shell away. If the egg should happen to be spoilt, put the glass quickly out of the way and break a fresh egg into another glass. Then add the syrup or syrups and solution of acid phosphates, if a "phosphate" is being served, and about two ounces of cracked or shaved ice, or a small lump of ice. Then put the shaker over the glass and shake thoroughly, or preferably, *vs.* one of the electric shaking devices that may now be had at small cost and which do the work better than it can be done by hand. Then set the whole down on the counter with the glass up, so the liquid is in the shaker. Now turn in the fine stream of carbonated water into the latter until about two thirds full, and fill entirely with the

coarse stream. Pour the liquid from shaker to glass and back again, holding the shaker and glass but a few inches apart, and pouring rapidly, repeating three times, leaving the mixture in the glass at the last pouring. The drink may be topped nicely with foam by pouring the last of the liquid from the shaker to the glass by holding them some distance apart and pouring slowly. Finally shake a little finely-grated nutmeg upon the surface of the beverage, and it is ready to serve.

There are many who make egg drinks by mixing the egg, syrup, "acid phosphates," if latter is used, and about two fluid ounces of plain water (ice water preferred) in a shaker with cap, agitating thoroughly, pouring out through the strainer into a 12-ounce glass, nearly filling the latter with the coarse stream of carbonated water, topping with the fine stream, and sprinkling on the nutmeg. The water is added for the purpose of facilitating agitation. Charged water cannot be used for this purpose.

"Throwing" an egg drink, as it is termed, is to be deprecated, as it hgs a tendency to make a flat, insipid beverage.

Eggs used for preparing drinks should be washed perfectly clean and dried.

The following are formulas for some of the more popular drinks :

Egg Almond.

Almond syrup ..... fl. oz. 1
Egg 1
Cracked or shaved ice ..... about 2 oz.

Shake well as directed above for all egg drinks, strain into a 12-ounce glass, nearly filling the latter with the coarse stream of carbonated water, then filling entirely with the fine stream.

Egg Flip, Cherry.

Cherry syrup ..... fl. oz. 1½
Solution acid phosphates... fl. dr. 1 or 2
Shaved or cracked ice ..... about oz. 2
Egg 1

Shake well, draw on the coarse stream of soda, strain into a 12-oz. glass, nearly fill the latter with the coarse stream of carbonated water, fill with the fine stream and sprinkle on a small amount of powdered nutmeg.

Egg Foam.

Pineapple syrup ..... fl. oz. 2
Cream ..... fl. dr. 2
Shaved or cracked ice ..... about 2 oz.
Egg 1

Prepare like other egg drinks, filling the glass (12 ounce) with the coarse and fine streams of carbonated water.

Egg Grape.

Prepare a syrup as follows :
Grape juice (unfermented wine) fl. oz. 12
Syrup ..... fl. oz. 18
Whites of two eggs, well beaten.
Mix well.

To serve, draw 1½ ounces in an 8 ounce glass, fill the latter slowly with the coarse stream of carbonated water, and mix by stirring with a spoon.

Egg Nog, Cider.

Vanilla syrup ..... fl. oz. 2
Sweet cider ..... fl. oz. 6
Egg 1
Shaved ice ..... about oz. 3

Shake well, put into a 12-ounce glass and serve with straws.

Egg Lemonade.

Juice of one large lemon.
Sugar, powder ..... teaspoonfuls 3
Water, ice (spring water, like Waukesha, preferred) ..... fl. oz. 6
Egg 1

Shake as above directed for egg drinks. Serve in a 12-ounce glass, fill the latter with the fine stream of carbonated water, and sprinkle a little grated nutmeg on the foam.

If ice water is not at hand, use the spring water with cracked or shaved ice. One fluid ounce of lemon syrup may be used for the sugar above.

Egg Lactart.

Syrup, plain ..... fl. oz. 1
Egg 1
Lactart ..... fl. dr. 1
Shaved or cracked ice ..... about oz. 2

Prepare like egg phosphate ; sprinkle on a small amount of nutmeg before serving.

It may also be prepared like egg lemonade, substituting 1½ fluid drams of lactart for the lemon juice.

EggMilk (Egg Milk Shake.)

Milk (whole) ..... fl. oz. 3
Water (spring, such as Waukesha) ..... fl. oz. 5
Egg 1
Sugar, powder ..... teaspoonfuls 3
Shaved or cracked ice ..... glassful ½

Shake thoroughly and strain into a 12-ounce glass. Fill the latter with the fine stream of carbonated water and sprinkle a small amount of powdered nutmeg on the foam.—Western Druggist.

POINTED PARAGRAPHS.

Some travelers who cut prices think they are order takers. The boss thinks they are under takers.

There are men who fail to make good on account of their foolishness, and then expect the firm to be a good sport and take another chance at them.

PARKE, DAVIS & CO. EMPLOYEES ENJOY BIG OUTING.

(From the Detroit Free Press).

When the twin boats, Columbia and St. Claire, with flags afloat and music in plenty, steamed down the river Thursday morning, chartered for the day by Parke, Davis & Co., they carried a merry crowd of pleasure seekers of something like 4,000, made up of employees, their families and friends, as the firm's guests, destined for Bob-Lo park, in celebration of their annual festivity.

Thus was opened the excursion season for the year 1914 of the city's industrial institutions with the Parke, Davis outing as the premier. A summer here without this firm appearing in this role would be like the play of Hamlet without the Dane.

It seems to be no trick at all for this company to plan and carry through successfully any large undertaking, whether in the line of business or pleasure.

Their organization, so splendidly equipped in every way, is in all respects like a perfect machine and anything they attempt is before hand an assured success, both as to detail and final result. The time appointed months before for this annual gathering, which has been observed for 24 years, was June 11, the place Bob-Lo, and the girl—well she was there by the many hundreds in all her glory of frills and feathers.

Laboratories Closed.

The mammoth laboratories in Detroit and Walkerville, Ont., were, as usual, closed for the day to give the employees, with full salary allowed, a real taste of life in the open. These folks, too, know how to play as well as work and the year's confinement in office and manufacturing departments whets the appetite keenly for the games and sports arranged by the committees in great diversity.

With the spirit of the dance reigning so supreme, it is little wonder that the beautiful and capacious dance pavilion, of which Bob-Lo can be justly proud, was crowded from early until late, and the overflow, which could not be accommodated there in the one-step, two-step or hesitation, was forced to patronize the merry-go-round, which, after all, served a similar purpose, as the crowd had to relieve its "system" of just so much whirl, whether in stepping or riding to music. The gathering, moreover, partook largely of a big family picnic, and the basket dinners served were only such as could be prepared by the mothers, wives and sweethearts, who, after participating in many similar occasions, have become adepts in the culinary art.

Fraternal Spirit Fostered.

In the measure that any company looks after the welfare of its employees, in just so much should success and prosperity be meted out and deserved by them. Parke, Davis & Co., not unmindful of this fact, take advantage of and really make many opportunities throughout the year to foster and encourage the fraternal spirit whereby the bonds of good fellowship may be the more securely united. Like many successful going concerns, this firm finds such treatment pays, even financially, in the end, and, moreover, the spirit of co-operation and mutual helpfulness acts as a leaven permeating the whole fabric of their organization, insuring a contentment in work which, after all, is the surest safeguard against unrest and dissatisfaction.

In the big plant, for the promotion of the general welfare, are carried on live, active organizations of different kinds, such as a completely equipped library and reading association; a young women's society for social and intellectual uplift, and a good fellowship club for the men, which meets quarterly for a banquet and general good time. All these are potent factors to be reckoned with in the upbuilding of any institution, and it is fitting that these activities should culminate as a finale each year in such a splendid get-together meetings as the annual outing just celebrated.

Pensions Provided.

Mention in this connection might be pertinently made of the pension system which the company has inaugurated as a consummation of their general welfare work. This provides for employees of certain age who have been in the service of the house for 20 years or more, and protects them from a dependent old age. In the reception room, at the home laboratory, hangs an honor roll, at present containing the names of 90 people, who have been in the service for at least 25 years, and some of them 35 years and more. All but 16 of these 90 individuals are still with the company. This is certainly a splendid record. There is moreover a marked spirit of loyalty to the organization in every respect, which perhaps arises in part from the cooperative ownership of stock, as many of the employees have a goodly number of shares to their credit.

SPECIALS FOR JULY 12TH.

The Pugh Specialty Co., of Toronto, have adopted a good way of advertising their specialties in Penants for Parades and Demonstrations for July 12th.

They have sent out with their regular correspondence, a well displayed circular, which reads:

SPECIALS FOR JULY 12TH.
For Parades and Demonstrations.
Canes for Penants,
Orange Felt Badges,
Orange Ribbon Badge.

This circular, being sent personally, has proved very successful, and has kept the Pugh Specialty Co. pretty busy during the past few weeks.

THE ROGERS PASS TUNNEL.

(Continued from page 100)

Creek, and includes the construction of the line from the junction point at Cambie to a point about a mile on the other side of the eastern portal. A contract will be let later for the double track connections further east.

Work on the cuttings is being pressed night and day, two shifts a day being employed outside. A force of 500 men is now engaged, 300 of whom are at the western end and 200 at the eastern section. Special gangs are engaged constantly during the winter months keeping the working tracks clear of snow. A large amount of machinery is used by the contractors on both sides of the mountain. The buildings are all equipped with electric light, hot and cold running water, sanitary plumbing and other conveniences not usually found in the railway camp. Roomy dining rooms and sleeping quarters are provided for the men, the houses being connected with covered passageways raised above the level of the snow. The kitchens are well laid and splendidly appointed, having concrete floors among other aids to cleanliness.

Comfortable quarters for the clerical and engineering staffs of the contractors and the C.P.R. are provided in separate buildings. Several apartment houses and small dwellings are reserved for married men. There are well stocked stores at both camps, comfortable lounging rooms, post office and other institutions found in small towns.

Emergency hospitals and surgeons are maintained at both villages, and there is a regular police force. The constables are kept constantly on the alert to prevent "bootleggers" from plying their nefarious trade among the camps. Liquor selling is rigorously suppressed, for no one knows better than the railway contractor the trouble that is caused by the smuggling into camp of large quantities of fiery spirit.

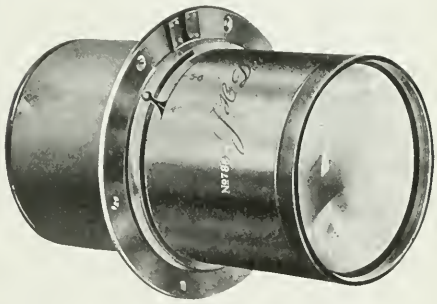
Two different kinds of weather are often experienced at the two sections of the tunnel project at the same time. At the western end the temperature may be comparatively mild, while a few miles distant on the other side of the range it may be considerably below zero. More snow falls on the western slope than on the eastern side. The snowfall when the writer visited the scene of operations, had been about 25 feet thus far this season. Last winter 57 feet of snow was recorded at Glacier.

Gangs of drillmen will be employed in three continuous shifts on the tunnel excavation work, which will be prosecuted from both ends at the same time. Work on the "pioneer" bore has been advanced at the eastern portal nearly a thousand feet into the base of the mountain, and a start has also been made on the main bore from the east end. Operations will be commenced on the preliminary shaft and the large tunnel at the western end at an early date. The excavations for the approaches at both sides, as already mentioned, are almost half completed.

Photography

A PORTRAIT LENS OF ELEVEN INCHES DIAMETER. A LENS THAT SEES AROUND CORNERS.

The following article appeared in our last issue without the illustrations. In answer to several inquiries we are reprinting the article, showing a cut of the lens and also a gigantic lens of eleven inches diameter and aperture f-4.2, which has recently been constructed by J. H. Dallmeyer, Ltd., at Willesden, for the use of a photographer in Egypt who wishes to secure lifesize pictures in natural perspective. The theoretical design presented considerable difficulties, as the standard of definition in the final picture required to be of as high an order as in the case of a small lens. Aberrations which increase as the focal length increases have therefore to be remarkably well corrected, no easy task with a lens this size. After weeks of calculation the desired form to give the individual lenses was found and the metal tools were put in hand. The design is somewhat similar to that of the well-known Dallmeyer Patent Portrait Lens, two glasses being in front of the diagram and two behins.



DALLMEYER LONDON

Glass discs of eleven inches diameter are not, as may be imagined, a stock article, and over six months elapsed before the glass makers were able to provide suitable material. The grinding and polishing, fortunately, passed off without incident, and the photograph shows some of the men engaged on the work. The lens itself is seen in the lower part. The overall length is 20½ inches, width 12½ inches, flange diameter 16 inches, and the lens complete scales just over a hundred weight. After the best results had finally been obtained, it was thought that it might be of interest to see what stereoscopic effect was obtained by reason of the large glass diameter. This diameter (11 inches) far exceeds the separation of the eyes, and might therefore be expected to produce curious re-

sults The test object, which had to be very short, on account of the little depth, was a thin plate, painted on each side with alternate bands of black and white These were so arranged that a black band on the right hand side corresponded to the white band on the left hand side. This object was put up about 20 feet from the lens and photographed in four ways.

1. With the lens covered up except for a small hole in the middle.

2. With the lens covered up except for a small hole on the right hand side.

3. With the lens covered up except for a small hole on the left hand side.

4. With the complete lens uncovered.

No. 1 corresponds to a photograph taken with a lens of the same focal length, but small aperture, and Nos. 2 and 3 to photographs taken by shifting such a lens 5 inches to the right and left respectively.

No. 4 is similar to what one might expect to see in a stereoscope using both these photographs.

In No. 1 there is the end on view of the plate only.

In No. 2 there is the end on view and also the right hand side.

In No. 3 there is the end on view and also the left hand side.

In No. 4 there is the end on view and both sides, the whole being combined to form one view.

The photographs thus show the ability of a large lens to see round corners. Photographers have often stated that a large lens gives more roundness and modelling in portraiture, and that perhaps is explained by this property of seeing round corners.

"Father blundered into the library last night just as Frank kissed me," said Grace.

"Oh, how awful," said Mamie; "and what happened?"

"He pretended to look for a book," answered Grace. "I asked him very sweetly what he wanted." He said "I want 'A Study in Scarlet,' but I didn't know we had three copies?'"

THE CANADIAN NATIONAL EXHIBITION. PHOTOGRAPHY.

Entry Fee:—25 cents each entry.

1. Exhibits must be delivered not later than August 27th, in order that they may be properly arranged and hung before the opening of the Exhibition.

2. All work must be original and the production of the exhibitor and bear the artist's signature. Evidence of originality to be furnished by the exhibitor whenever required by the Judges or the Committee. No copies will be accepted.

3. No competitor is allowed to make more than one entry in each section, but may enter in each section of each class.

4. No work previously exhibited at this Exhibition will be accepted for competition.

5. Amateurs are understood to be those who do not paint or teach or design for a livelihood or for profit, or habitually sell or offer for sale their productions; and who have not at any time heretofore done so.

6. Amateur photographers are to be understood as those who do not habitually sell or offer for sale their productions, and who have not at any time heretofore done so.

7. Exhibitors will not be allowed to accompany the Judges when they are examining the exhibits, or to attempt to influence in any manner in their decisions.

8. All exhibits must be framed or mounted on cardboard.

9. Exhibitors who cannot deliver their exhibits may send them by express, prepaid, addressed to the Superintendent, Women's Building, Exhibition Grounds, Toranto, and at the same time send notification of the shipment. Attach entry tickets securely to each exhibit.

10. All works entered for exhibition in this Department are subject to the approval of the Selection Committee, whose decision shall be final.

11. The Committee reserve the right to refuse any work not considered of sufficient importance to be exhibited.

Work not considered of sufficient importance to the Hanging Committee will not be hung.

Exhibits in this Department will be placed in the Women's Building.

Entries close August 12th.

CLASS 331. PHOTOGRAPHY.

Sec.		1st	2nd
1.	Best 2 landscapes	Silver Medal	Bronze Medal
2.	" 2 marine views.....	"	"
3	" 2 portraits	"	"
4.	" 2 interior views ...	"	"
5.	" 2 genre or figure pictures		"
6.	" 6 from any Camera Club		Diploma

Suggested Changes in the Ontario College of Pharmacy.

By John A. Maher.

To the President and Council of The Ontario College of Pharmacy, Toronto.

Gentlemen,—

It was with a high degree of pleasure I, as a member of the 1914 graduating class of the Ontario College of Pharmacy, noted in the fraternal letter from our worthy President, that suggestions were in order from us, looking toward the further development and improvement of the College and the problem in general of raising the status of the whole cause of pharmacy as a profession.

Probably there is no element of the drug trade at the present time better qualified to discuss and deliberate on these matters than the graduating class. Because of the continuous and steady advances being made in the mysteries of the sciences, we know it does not take even a professional, away from the precincts of study, long to lose his confidence and standing as an up-to-date chemist. We know, too, that of late years, many of our well qualified men have lost their professional identity among the ranks of the commercial traveler, the real estate magnates or what is hardly any more lofty, the patent medicine vendor, but still has the voice of his opinions on these matters, which are more than liable to be either personal or biased.

But to a man who has worked the best part of ten years in a "pure" drug store and then has spent the term at the college, there cannot but have occurred to him many suggestions and ideas such as our president has asked for.

In the first place, I would submit that a college of the standing and calibre of our "Alma Mater," should have a men's residence in connection with it. A great many points could be cited in favor of such a move on the part of our council, which would long redound to their credit. Such an institution could easily be well managed on, at least, a self-sustaining basis, allowing for interest on investment and other incidentals. To figure the large volume of time that is absolutely wasted under present conditions, in the matter of locating lodging and eating places, to say naught of the extortionate charges often inflicted, together with all the tortures of poor heating, lighting and ventilation, endured by the hundred students each year, would need very little decision to show the many advantages of the course suggested.

I would also submit that it is the unanimous opinion of our class that two such years of study as the one we have had would hardly suffice to clear up in detail the many valuable lessons we have only been shown inside the cover of. The smattering knowledge we have received of such important subjects to-day, as bacteriology, animal and vegetable growth, radiography, optics, light, physics, anatomy, to say nothing of the interest just developed in that wide field of chemistry, have the one effect on us all—to wish it were possible to devote further time and study to any one of these subjects we personally feel interested in. And no doubt, in all of these lines there is easily a possibility of something being added to the world of science, not yet discovered.

The matter of extending the course to two years would not meet with any strenuous opposition, were conditions proper, although I have no doubt, now it has its champions "pro and con." But as I know it, if anyone be against such a forward move, it is from his lack of knowledge of the work of the college, as covered to-day (or prejudice) rather than lack of judgment on the matter.

I have been wondering if there is not some new way around the matter. We know that from a purely financial side the stand taken by its opponents is almost justified. But a man does not need to have a college course to sell paints, cigars or pills, or even to make no end of money. So to compromise with him, why not have an intermediate standard, with a series of post-graduate courses optional—that is, have the matriculation standard as at present, but give a man passing his first year papers as "qualified pharmaceutical assistant," a second year man the standing as a "pharmaceutical chemist," which would entitle him to attain the Bachelor of Pharmacy degree of the University of Toronto, while an even further course for "Ph.D." might be added. Of course, such a varied curriculum would demand much time and labor expended on it, but the results would be quite commensurate, and I've no doubt the settlement of the controversy could be easily and satisfactorily arranged.

Personally I would prefer to see the entrance matriculation placed a year lower, and the O.C.P. diploma placed a year higher. I feel it would ensure an even better class of students. Three years' apprenticeship in a pharmacy, with a concurrent series of readings, is not any too much preliminary time. A young man by that time should be well over his schoolboy ideas, and know the comfort and value of his own money in putting him through the first year. Five months of summer vacation of the next year will easily see him through his second year, and behold! he has a college education second to none—on his own money. Besides, his fundamental knowledge of chemicals, medicines and public connection would be also well established by that time, and be no end of a valuable asset to him, in his course as well as in future life. I believe the knowledge grounded in the ordinary drug store is basic, and cannot be possible in any other

walk of life. During the year I have had many talks with medical students who bemoan their lack of business tactics, public intercourse and chemical knowledge we as pharmacy "clerks" are supposed to be masters of. So I repeat, keep the boy an apprentice—let the man study and pursue the course of the Ontario College of Pharmacy.

No doubt, were this letter circulated it would bring out some comment on why the pharmacist should be called upon to master many of the subjects I have mentioned. I might ask them why as boys they had to fairly eat geography, history and even algebra; they knew they would never use it as money getters, yet do they regret the broadening such expenditure of time gave them? Would they be without it? How much more valuable then are the advanced subjects on the lines I have laid down? To repeat, they are not money getters, but surely there is something in our historic calling higher than that of the butcher, the grocer and the haberdasher. If we are to maintain the broad and basic principles of "Pharmacy as a Profession" let us start at once to recover lost ground and reclaim it from the pitfalls many opponents of the craft in the shape of financial capitalists through manufacturing drug combines are forcing in the way of the old time chemist and druggist.

Finally, I would resound the warning note issued by the Dean at the closing exercises, viz.: that the rating of our college was largely what we made it ourselves, and in direct ratio also stood the value of our diplomas. Now, this is no time for O.C.P. to dwell. She has stood still long enough, and to be abreast with the times and Nineteen Fourteen, it should have a two years' course. I do hope this matter will be brought before next council and decided. It's for our own benefit, men! not for the big controller! Then let us all stand together and make it go through.

In conclusion of my thesis, I want to add here (any article on the college would be incomplete without it) my personal high appreciation of every member of the faculty and officers of the college. We all know them to be men of the higher standard—men whom students are bound to look up to in admiration, because not even the very best of us can come into contact with such an influence as Prof. Hebner and his clientele without feeling very materially benefited, and his ideals set just a few notches higher for the experience.

Toronto, Ont., May 21st, 1914.

KENT-McCLAIN AGAIN.

Mr. R. P. Weeks has installed a very handsome new oak wall fixture in his Wilton Avenue store. The fixture was supplied by Kent-McClain, Limited, Toronto Show Case Co.)

MISSOURI PHARMACEUTICAL ASSO.

The thirty-sixth annual meeting of the Mo. Ph. A. and the twenty third annual convention of the Mo. Ph. Travelers' A., met at Pertle Springs, Warrensburg, June 16 19. The women do not have an auxiliary, but have been attending the meetings since the one at Brownsville in 1886. They have an entertainment program of their own and look after the children with games and prizes.

More retail druggists attended the meeting this year than usual, but the number of travelers was not as large as last year.

The Stevens Bill (H.R. No. 13305), intended to regulate retail prices and stop cutting, was the subject of much discussion and was endorsed by the Association.

The Kansas City R. D. A. introduced a resolution censuring those manufacturers who give jobbers a special discount. After an extended discussion, the resolutions were finally adopted.

The reading of papers and discussions that followed occupied much of the time of the seven sessions. Some of the papers were illustrated with specimens and accompanied with demonstrations which added to their practical value and the attention given them.

The exhibits were confined to pharmaceutical preparations, articles of historical interest, soda fountain syrups and similar goods. These exhibits have been an annual feature of the Mo. Ph. A. for some years past.

The Association added thirty-seven new names, but will drop more than twice that number. A net membership of over seven hundred will remain. The by laws were amended so that delinquents may be dropped after one year instead of three years as heretofore.

The third Tuesday in June, 1915, was the time and Pertle Springs the place selected for the next meeting. The Association has already convened fourteen times at Pertle Springs. The decision to return next year was unanimous.

The new officers are: O. J. Cloughly, St. Louis, President; Hon. Louis Grother, Cole Camp, Hon. President; J. A. Trimble, Butler, 1st Vice-President; John M. Hawkins, East Prairie, 2nd Vice-President; H. D. Llewellyn, Mexico, 3rd Vice-President; William Mittelbach, Boonville, Treasurer; Dr. H. M. Whelpley, St. Louis, permanent Secretary; Jacob Lieberstein, St. Louis, assistant Secretary; F. A. Robinson, Warrensburg, local Secretary.

Council:—Ed. G. Schroers, St. Joseph, Chairman; R. A. Davidson, Essen, Vice-Chairman; Professor D. V. Whitney, Kansas City, Secretary; Alfred W. Pauley, St. Louis; Joseph Clinkenbeard, Lamar; with the President, Secretary and Treasurer, ex-officio.

President O. J. Cloughly announced the following Chairman of committees :—Deceased Members, Fred R. Dimmitt, Kansas City ; Entertainment, George R. Gibson, St. Louis ; Drug Adulterations, Minnie M. Whitney, Kansas City ; Exhibits, J. A. Koppenbrink, Higginsville ; Ladies' Entertainment, Mrs. H. M. Whelpley, St. Louis ; Legislation, F. H. Fricke, St. Louis ; National Formulary, Carl T. Buehler, St. Louis ; Membership and Attendance, R. A. Davidson, Essex ; Papers and Queries, Professor Francis Hemm, St. Louis ; Trade Interests, J. A. Kinder, Cape Girardeau ; Transportation, George M. Scheu, St. Louis ; U. S. Pharmacopoeia, William Mittelbach, Boonville ; Welcome, R. A. Doyle, East Prairie ; Candidates for Board of Pharmacy, Dr. Otto F. Claus, St. Louis ; Pharmaceutical Assay Processes, F.H. Fricke, St. Louis ; Delegation to A. Ph. A., Charles E. Zinn, Kansas City ; Historian, Leo Suppan, St. Louis.

The Travelers elected the following officers : — J. A. Murphy, St. Louis, President ; Percy R. Hoad, Kansas City, 1st Vice-President ; Schooling Chaplin, Kansas City, 2nd Vice-President ; Frank Klein, St. Louis, 3rd Vice-President ; Bob Adelsperger, Kansas City, Secretary ; Charles Wagner, St. Louis, Assistant Secretary ; Dan Liddy, Kansas City, Treasurer ; George Bennett, St. Louis, Chairman of the Council.

IMPORTANCE OF CREDITS.

Credits are far more important to the general welfare than the average business man appreciates, though they are a big part of his daily routine and life.

Credits support commerce. Quite ninety-five per cent. of the total exchanges from buyer to seller in this country are upon credit terms, and we speak therefore of credits having become with us very extensive and complex.

The safety of business is dependent upon sound credits, and the soundness of credits is dependent upon the manner in which the confidence expressed in the credits is respected and honored by him who receives it.

Any failure upon the part of him to whom a credit is extended to appreciate that something is expected of him to preserve its integrity, that an obligation has been created which he must live up to, is a hurt to confidence, and this obligation involves more than an intention to pay—it presumes that the receiver of a credit is not only honest, but has a respect for good order and system in business, one of the best assurances of being able to pay.—The Keystone.

A continuous live stock show from February 20 to September 20, 1915, will be a feature of the Panama-Pacific Exposition at San Francisco ; the prizes therefor total about $200,000.

A. Ph. A. NATIONAL CONVENTION.

Preparations for the 1914 National Convention of the A. Ph. A. are now completed. The Committee of Arrangements are looking forward with pleasure to welcome you with open arms to the big convention the week of August 24th.

The pharmaceutical interests in Detroit are generously and enthusiastically joining with the Arrangements Committee to make the Detroit Convention the biggest and best Pharmaceutical Convention ever given. It cannot help but be, for where can you find more diversified interests ?

Do you desire to meet the biggest men in your profession and add to your Pharmaceutical knowledge ?

Are you interested in the up-to-the-minute methods in conducting your drug store ?

Do you wish to see the largest pharmaceutical plants in the country ?

Or maybe YOU might be interested in other manufacturing enterprises, for instance, the automobile ?

BRING THE LADIES. "WE LOVE THE LADIES." While you are interested in the work of the Convention, the ladies will be well taken care of.

On Monday night the grand ball will take place in the beautiful ball room of the Hotel Ponchartrain.

Tuesday afternoon Nelson Baker & Co. will entertain the ladies with a boat ride down our beautiful river to Bob-lo Park, where dinner will be served.

Wednesday evening F. F. Ingram & Co. and F. A. Thompson Co. will take the ladies to a theatre party while you are having a delightful evening at the smoker given by Frederick Stearns & Co., at the Mammoth Wayne Hotel Auditorium.

Thursday, Parke, Davis & Co. have chartered for the exclusive use of the Convention the steamer "Pleasure," which will take you up the River and through Lake St. Clair. You will be entertained in the usual P., D. & Co. manner.

Friday afternoon an automobile trip has been arranged. You will be taken about our grand city, along the magnificent Lake Side Drive, and best of all through the most beautiful natural park in the world, Belle Isle.

When we bid you good-bye, Saturday, August 29th, we feel sure you will agree with us that Detroit is not only "The Town Where Life is Worth Living," but also that it is "The Town Worth Visiting." COME !

Lard was brought into the United States markets by Germany during the past three years as follows : $16,784,897 in 1911 ; $15,651,572 in 1912, and $18,079,275 in 1913.

STERNOL OR STERN'S PARAFFINUM LIQUIDUM B. P. 1898.

By J. Wicliffe Peck, Ph.C., F.C.S.

The question has been asked: "What is liquid paraffin?" And it is not easily answered in a sentence, or there would be no object in writing this article. As it is obtained from petroleum, a definition of this article is advisable. The word signifies rock oil, and is, like the word paraffin, a somewhat unhappy title. "Bitumen" is an equally appropriate name. A single title for so wide a subject is due to the absence of a more accurate knowledge in the masses of the people, as well as the comparative infancy in development of this industry. So that at the present time we have to be content with knowing the properties, etc., of the liquid, gaseous, semi-solid, and solid varieties of petroleum.

"Petroleum" appears to cover as many substances as does the word "coal," so that in reading up petroleum the necessity arises of studying bitumen, kerosene, asphalt, ozokerite, paraffin, etc., also.

In the chapter on the geological and geographical distribution of petroleum in the monumental treatise by Sir Boverton Redwood, the paragraph opens by stating: "In the solid liquid and gaseous forms, bitumen is one of the most widely distributed of substances. It is found in greater or lesser quantity in almost every part of the globe, and its geological limits include the whole range of strata, from the Laurentian rocks to the newer members of the Tertiary period." It further states that Carrara marble deserves to be particularly mentioned, as in it bitumen has never been discovered. And although bitumen and its products are found in every country of the world, the richest and most valuable districts are certain parts of Russia and America, from which practically the world's supply of illuminating petroleum is obtained.

Hence, Paraffinum Liquidum, however innocuous, is designated a mineral oil, which immediately arouses in many minds a distinct antipathy or distrust impossible with a vegetable oil, although that oil might invariably be the cause of gastric disturbance. For this reason the pharmacist is well advised to have a fancy name for his liquid paraffin, and might further describe it on the label as "a pure, tasteless, hydrocarbon oil."

Amongst the many names by which the crude petroleum has been known are Oil of Medea (the chief ingredient in the Greek fire of the Middle Ages), Oil of Peter or Petre, Oil of St. Barbarus, Oil of St. Catharine, and Seneca Oil in North America, from the Seneca Indians who originally used it.

Petroleum has been used from time immemorial, Herodotus being the first writer to distinctly refer to it (450 B.C.), although the Bible narrative of the building of the Tower of Babel says, "Slime had they for mortar," probably meaning bitumen. It is mentioned by Pliny, Vitruvius, Solinus, Aristotle and others for its uses in the diseases of cattle, (externally). (1)

Helias, Patriarch of Jerusalem, sent a letter to King Alfred, probably in answer to an inquiry, recommending the following:—Scrammony, ammoniacum, gum dragon, aloes, galbanum, balsam, petroleum, triacle and alabaster. Of petroleum he writes: "It is good to drink simple for inward tenderness, and to smear on outwardly on a winter's day, since it hath very much heat; hence one shall drink it in winter; and it is good if for anyone his speech faileth, then let him take it, and make the mark of Christ under his tongue and swallow a little of it. . ." (1)

Two centuries ago it was occasionally given in doses of a few drops for worms, and also applied for toothache. Jonas Hanway, 1754, writing an "Historical Account of Petroleum of Baku," described a white variety of naphtha collected on the Peninsula of Apscheron. "The Russians drink it both as a cordial and medicine, but it does not intoxicate. If taken internally it is said to be good for the stone, etc." (3).

Petroleum bore in Pennsylvania a high reputation as an internal remedy for consumption, crude oil being sold in Pittsburg for that purpose many years ago. Late in 1879, the French Bulletin de Therapeutic contained an article stating that petroleum had been proved very beneficial in chronic bronchitis, and was thought to be so in phthisis. It was administered in one-drachm doses. A Paris pharmacist put it up in capsules of 25 centigrams, calling it "Huile de Gabion."

Paraffinum Molle, or petroleum jelly, has been used for internal medication, and was described under a trade name as "the residue from filtration." It was suggested for internal administration before 1881, and is mentioned by W. H. Symons, F. C.S., in a paper read in 1881 before the School of Pharmacy Students' Association, London, and published in the Pharmaceutical Journal.

Liquid Paraffin, as we know it now and since the B.P. 1898, is obtained first by carefully choosing the most suitable material, which is then put through a process of purification to rid it of other substances, sulphur and organic impurities, and clarify it from solid paraffins. Russian Liquid Paraffin appears to be that on which the present reputation as an internal remedy is founded. Crude Russian oil contains the smallest quantities of solid paraffin, traces of which are only with difficulty removed, but the samples on the market of pure liquid paraffin of Russian origin are exceptionally

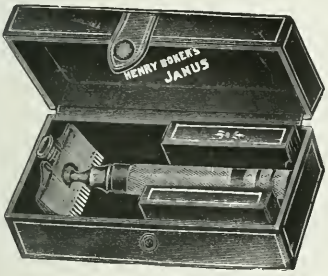
TANGLEFOOT

The Sanitary Fly Destroyer---Non-Poisonous

Gets 50,000,000,000 flies a year--vastly more than all other means combined. Poisons are dangerous

The Newest and Best Safety Razor

Henry Boker's "Janus"



Triple Silver-Plated Holders and Twelve Double-Edged Blades. These Blades can be stropped, which makes them last indefinitely. The "Janus" is the most wonderful little instrument ever devised for taking the beard off the face. A single movement releases or inserts the Blade. The holder is in one piece. There are no parts to adjust—nothing to learn. It is simplest in construction, easiest to clean. Once the blade is inserted in the holder, it is absolutely rigid. There is no vibration. No shaving instrument ever devised approaches it in any particular. The steel used in "Janus" Blades is made by Boker's process, wh ch is known the world over as the very best. We guarantee this Safety Razor to shave to perfection.

McGILL CUTLERY CO. Reg'd, New P.O. Box 580, Montreal

COWAN'S

LIQ. AMMON. FORT.

PURE

Agreeing Fully with all the Requirements of the B. P.

See that every Winchester carries our Signature—
JOHN COWAN COMPANY, LIMITED

GLYCERINE, C.P., in cans and drums
BORIC. ACID, Merck and English
CARB. AMMON. 5 lb. and 10 lb. cans, kegs and casks
CHLOR. AMMON., kegs and casks

JOHN COWAN COMPANY, Limited
3 DALHOUSIE STREET
MONTREAL

ROYAL COMPO POLISH

Mail in co-operation order form, or hand to the man on the road. It pays more money by the year.

Quality brings your customer back for Royal Compo.

If you wish to know about

SCOTT'S ARABIAN PASTE

Sample and circular will be sent on request.

H. F. FALKINER
TORONTO - - ONTARIO

pure, and cry out for the whitest and most perfect bottle to show off their brilliant appearance. They do not give any indication of the bluish fluorescence I have seen in the American variety, which even when diluted with seven parts of the best water white Russian oil still gives a pronounced fluorescence. This is readily seen by putting some of the oil into an ordinary medicine measure standing on white paper, or by transmitted light with a dark background.

The Huile de Vaseline of the French Pharmacopoeia should be of Russian origin. (4)

Crude American oil contains more solid paraffin in suspension, and is therefore more costly to purify. The viscosity of the liquid paraffin is an important feature. It is obvious that if lubricating the intestinal tract is the desideratum, then the viscosity must be sufficient without making the process of taking it into the mouth objectionable. Lubricating oils for machinery are always viscous. The viscosity seems to bear no relation to the specific gravity at ordinary temperature. A twenty-five cubic centimetre pipette, with a finely-drawn point, filled with different liquid paraffins, took the following times to empty at 15.5 degrees C.:—

S.G. of Oil	Time.
0.859.....	140 secs.
0.881.....	190 secs.
0.882.....	180 secs.
0.884.....	195 secs.
0.887.....	290 secs.

The specific gravity of Russian liquid paraffins varies between 0.860 and 0.890, and they are usually sold in five sections:—S.G. 0.860 to 0.865,
0.865 to 0.870,
0.870 to 0.875,
0.880 to 0.885,
and 0.885 to 0.890.

The lighter ones have been used to make petroleum emulsion by some pharmacists, but obviously the action, whether in emulsion or taken pure, is the same, and same rules should apply as to specific gravity, viscosity and purity. The specific gravity should not be less than 0.880. I am informed by one of the largest Russian producers that oil of specific gravity 0.881 to 0.884 can be produced by them in sufficient quantities to supply the world, so that we need not fear a shortage of supply. Oil of specific gravity 0.885 to 0.890 is not so easily obtained. There is no doubt that the British Pharmacopoeia standard is too high. The two oils mentioned above of specific gravity 0.882 and 0.881 were particularly good. Of the five samples the American oil gave a brown coloration with pure sulphuric acid, and the Russian samples gave no coloration whatever.

It has been stated (5) that liquid paraffin should not be given with meals or during the process of digestion, as it prevents the pancreatic emulsification of fats. The experiments in vitro I do not think would be repeated in the body. From practical experience just after a meal or before going to bed is the time I should suggest. If taken on an empty stomach the oil passes through very often unmixed with the stools, and taking the usual thirty hours. When given in excess to animals it passes through with apparently no colorable fats dissolved.

The extensive use to which neutral paraffin has been put in the manufacture of chewing gum, and the fact that many physicians and their patients have regularly taken it for several years with much relief and advantage, shows that it possesses no deleterious properties at present known.

The illustrations are from photographs that were kindly lent by the Stern Sonneborn Oil Company, Limited, showing storage vats holding 500 tons, with distributing pipes to the lower floors, where the liquid paraffin is purified and filtered; also showing various stages in the purification of liquid paraffin, and incidentally what large quantities are produced. (Illustrations will appear later).

(1) Prof. Peck. "Report on Petroleum," and Redwood's Treatise.
(2) "Chronicles of Pharmacy."
(3) "Treatise on Petroleum," Redwood.
(4) and (5). Journal de Pharmacie et de Chimie and P. J. February 28th, 1914.

THE WELLCOME HISTORICAL MEDICAL MUSEUM.

The Historical Medical Museum, which was founded by Mr. Henry S. Wellcome, in connection with the seventeenth International Congress of Medicine, was reopened on May 28th, as a permanent institution in London. It is now known as the "Wellcome Historical Medical Museum" and is open daily from 10 a.m. to 6 p.m., closing at 1 p.m. on Saturday; entrance 54A Wigmore Street, Cavendish Square, W. Since closing last October the collections in the museum have been considerably augmented and entirely re-arranged. Many objects of importance and interest have been added, which it is hoped will increase the usefulness of the Museum to those interested in the history of medicine. Members of the medical and kindred professions are admitted on presenting their visiting cards. Tickets of admission may be obtained by others interested in the history of medicine on application to the Curator, accompanied by an introduction from a registered medical practitioner. Ladies will be admitted, only if accompanied by a qualified medical man.

Many a man who has that tired feeling did not acquire it legitimately.

Welcome to Winnipeg

Prosperous Winnipeg cordially invites you to come and see. If you want to make your next outing one of pleasure and opportunity---come to Winnipeg. You will find here one of the most marvellous and impressive records of growth ever seen in the history of the world. Not long since the site of the historic Fort Garry, a Hudson's Bay trading post---now the metropolis, railroad and business centre of the Canadian west. We wish you to see the Winnipeg which had 215 people in 1870 and now has 225,000. Situated in almost the exact centre of the North American continent, Winnipeg occupies geographically an unexcelled position for convention gatherings, and today enjoys an international reputation for the manner in which it has handled and cared for large crowds. With over 70 hotels---all good and some equal to the world's best---and more in course of erection, Winnipeg is a city particularly well adapted for convention purposes.

Lyman's Lightning Fly Papers

Are death to the Flies but life to the Cash Register

Box 6 doz. 5c size $1.50

Box 3 doz. 10c size 1.50

Pays 150 Per Cent. Profit

LYMAN'S

Adeps Lanae Toilet 25c tubes -	$1.20 doz.
Analgesic Balm 25c tubes -	1.50 doz.
Capsicum Rubefacient 25c tubes -	1.50 doz.
Mellow Mints 10c tins - -	80 doz.
Pine Egg Shampoo Powder 25c -	1.50 doz.
Straw Hat Cleaner 10c envelopes	50 doz.

Latest Additions to L. B. C. Line

SEQUARINE — Is being largely advertised. See that you have a stock. Price of Sequarine for swallowing is $16.00 dozen
Sequarine for injection is $21.00 dozen

THE LYMAN BROS. & CO., Limited

WHOLESALE DRUGGISTS TORONTO, ONTARIO

The Best Value For Druggists Is

J. S. Hamilton & Co's. Brandy

DISTILLED AT COGNAC, PELEE ISLAND

UNDER EXCISE SUPERVISION

For sale in Cases 12 qts., 24 pts., 24 and 48 flasks

J.S. HAMILTON & Co., Brantford

WHOLESALE DISTRIBUTORS FOR CANADA

The Consolidated Fruit Jar Co.

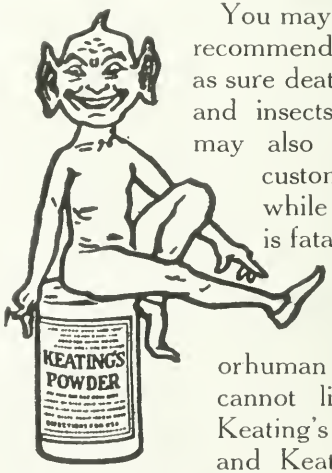
New Brunswick, N. J.

—MANUFACTURERS OF—

Sprinkler Tops,
Talcum and Tooth Powder Tops,
Aluminum Collapsible Drinking Cups,
Plain & Decorated Collapsible Tubes,
All kinds of cast metal goods.

Sole Manufrs. of Drummond Pat. Closed Tube

—— WRITE FOR PRICES ——



You may absolutely recommend Keating's as sure death for bugs and insects--and you may also tell your customers that while Keating's is fatal to insect life it is harmless to animal or human life. Moths cannot live where Keating's is about, and Keating's will not injure the finest furs or fabrics.

KEATING'S

POWDER KILLS BUGS

Trade Notes

ALBERTA.

J. Cater has succeeded J. Wilson, at Leduc, Alta.

G. Whitmore has opened a business at Drumheller, Alta.

The Harmony Drug Store has been opened in Banff, Alta.

P. W. McNab, of Brooks, has opened a branch at Retland.

The Provost Drug Store has been opened in Monitor, Alta.

A new business has been opened up by G. Whitmore at Drumheller.

J. G. McFarlane has succeeded McFarlane & White, of Calgary, Alta.

S. L. Dorland has merged his business with the McDermid Drug Co., of Calgary, Alta.

The Findlay Drug Co., of Calgary, is opening a branch at the corner of 8th avenue and First St.

BRITISH COLUMBIA.

J.R. Campbell, of South Ft. George, is opening a new branch at Prince George.

E. Anderson, of Port Moody, is opening a new store on Condorva St., Vancouver,B.C.

NOVA SCOTIA.

R. McDonald, of Halifax, has bought the business of J. McGillivray, at Sydney.

C. H. Hurshman's store at Sydney was recently damaged by fire. He has reopened business at the corner of Charlotte & Wentworth Sts.

MANITOBA.

D. W. Lyal has succeeded H.S. Patterson, of Strathclair.

J. F. Common has succeeded D. C. Maddox, of Beausejour, Man.

Dr. Riddell has succeeded R.C. McIntosh, at Lander.

William Kirkwood has succeeded A. J. Wallen, at Winnipeg.

W. H. Morrison, of Dauphin, has sold his drug business to Wilfred Robson.

A new drug store has recently been opened in Winnipeg by Messrs. Norman & Minaker.

A disastrous fire visited the Public Drug Store in Winnipeg during the late part of May. The premises were totally destroyed.

NEW BRUNSWICK.

The Ledger Drug Co., of Moncton, N.B., suffered a loss by fire on May 30th.

ONTARIO.

F. B. Smith, of Milton, Ont., has assigned.

P. S. Seager has succeeded J. W. Remore, of Bridgen, Ont.

T. A. Loughney, of London, has been succeeded by the Taylor Drug Co.

The Riker, Hegeman Drug Stores, Ltd., Toronto, have obtained a charter.

T. H. Ralph, of Dundas, Ont., is starting a branch in West Hamilton.

The drug store of Dr. James, Marmora, Ont., was destroyed by fire on May 24th.

W. A. Dalgleish is opening a new business on Queen, St. E., near the woodbine, Toronto.

T. Sweeney has opened a new store at the corner of Crawford and Gladys Ave., Belleville.

Geo. E. Gibbard, of Toronto, has moved his branch store two doors west. He is now at the corner of Queen and Greenwood Ave.

QUEBEC.

J. E. Turcet, of Quebec, suffered a loss by fire on May 23rd.

The business of P. H. Klock, of Shawville, Que., is offered for sale.

SASKATCHEWAN.

J. Mindest has succeeded John Luski, Wroxton, Sask.

J. Stableford has succeeded the Watrous Drug Co., at Young, Sask.

J. A. Schmidt, of Tugaski, is opening a branch at Central Buttes, Sask.

Kelsey Bros. have opened a branch drug store at Gull Lake, Sask.

The Watrous Drug Co., at Watrous, Sask., has sold out to the Manitou Drug Co.

Mr. L. Alper has retired from the partnership of Shaw, Alper & Co., Vegreville, Sask.

KENT-McCLAIN AGAIN.

Mr. F. R. Evans, of 818 Yonge St., has recently made considerable additions to his outfit. He has installed a new line of all glass construction show cases including a Trianon combination counter show case and stock cabinet as made by Kent McClain, Limited (Toronto Show Case Co.)

Figg—Beggars shouldn't be choosers, you know.

Fogg—Wrong, my boy. If I were a beggar, I'd choose the easy marks every time.

"Have you obliging neighbors?"

"We have. They are obliging us to move by the infernal racket they kick up nights."

LEVER BROS., Limited

Chemically Pure

REFINED GLYCERINE

(MADE IN CANADA)

In Half Ton Drums

and 56 lb. Cans

QUOTATIONS GIVEN FOR ANY QUANTITY

SELLING AGENTS

John Cowan Co., Limited

Montreal Chemical Works

1-15 Dalhousie St. - Montreal

Pepto-Mangan (Gude)

(Reg. U. S. Pat. Off.)

is *the one and only* absolutely uniform and unalterable solution of iron and manganese in the form of true organic peptonates. It is also *the one and only* preparation lawfully entitled to be known as "Pepto-Mangan," a valid trademark, which is our exclusive property. We respectfully request the trade to take due notice of these facts.

M. J. Breitenbach Co., New York, U. S. A.

"WEISSFELD BRAND"

WASHABLE COATS FOR

Dentists, Doctors, Druggists, Jewelers, Osteopaths, Etc.

Made to order or ready made. Seventy-five different materials to choose from. Write for styles, materials and prices, free upon request. Parcels Post prepaid to all parts of the world.

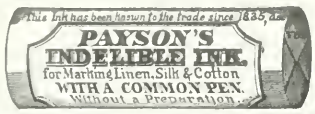
Smoking Jackets, Dressing Gowns Bath Robes and Hospital Uniforms a Specialty.

WEISSFELD BROS.

Manufacturers of Clothing and Uniforms of every description.

332 Broadway New York City, N.Y.

Special—Suits or overcoats made to order at $11.75. Write for samples.


This Ink has been known to the trade since 1835, &c.
PAYSON'S
INDELIBLE INK.
for Marking Linen, Silk & Cotton
WITH A COMMON PEN.
Without a Preparation.

THE OLDEST THE BEST

ESTABLISHED 75 YEARS

Always in **YELLOW** and **RED** wrappers

Specially Suitable for the Canadian Climate

BEETHAM'S

La-rola

THIS DAINTY TOILET PREPARATION protects the skin from the effects of the Sun, Wind, Hard Water, and prevents Roughness, Redness, Irritation, Tan etc. It keeps the skin Soft and White, and adds the charm of youth to the complexion. It will keep the skin in a perfect condition during the Summer.

It is a Perfect Protection to the Skin during All Summer Exercise and Sports

Sole Makers: M. BEETHAM & SON, Cheltenham, England

(Through Any of the Wholesale Houses)

Please order from your Wholesale House, and specify

FINEST

LIQUID PARAFFIN

(STERN'S MAKE)

Highly recommended for Internal Use.
The Highest Standard of Excellence.
Water White, from from Taste and Smell.
Quality and Purity guaranteed.

Wholesale only from the makers

STERN SONNEBORN OIL CO., LTD.

Canadian Address—H Videon, 34 Jackman Ave., Toronto, Ont.

and Royal London House, Finsbury Sq., London, E.C.

MANUFACTURERS OF

White and Coloured Oils, Petroleum Jellies, White, Yellow, Soft Paraffin, etc.

Supplied through the Wholesale Trade only.

SASKATCHEWAN NEWS.

The regular annual meeting of the Saskatchewan Pharmaceutical Association will be held this year on Tuesday, the fourteenth day of July, in the City of Prince Albert.

Mr. Chas. McDonald, the resident member of the Pharmacy Council, and who is also an Ex-Mayor of the Northern City, is doing all he can to make the visit to his city a pleasant one. It is expected that there will be quite a large attendance of members.

The election for Council of Pharmacy recently held resulted in the following seven gentlemen being declared elected for the next two years :

W Pennington, Moosomin ; Chas. McDonald, Prince Albert ; R. H. Porteous, Carlyle ; R. B. Taylor, Milville ; John Nicholl, Battleford ; S. F. Atkinson, Saskatoon ; Robert Martin, Regina.

Buying an uncertain article is like a telephone kiss—mighty unsatisfactory. When you stock and sell MARVEL WHIRLING SPRAY SYRINGES you are pushing an item that's proved its merit by fourteen years of success. Keep the stock up.

Look for the quick, clean profit makers. The Marvel Whirling Spray Syringe is one. Not only that, but it has demonstrated its right to dominate this trade—and the best druggists everywhere have been selling it for fourteen years.

PERSONAL.

Guy M. Smith, one of Sharp & Dohme's most popular Ohio representatives, was recently married to Miss Lela Moling, of Columbus, Ohio. On their bridal tour they spent several days at the home of Mr. and Mrs. P. E. Herman, Cincinatti, Ohio.

J. Byrne Severs and family recently occupied their new home at Cloverport, Ky. Mr. Severs represents Sharp & Dohme in Western Kentucky.

Mr. and Mrs. B. Hoskin, of Rapid City, are on a visit to their old home in Bowmanville. They are also stopping off at Sarnia, Windsor, Walkerville and Detroit.

The president of a small college was visiting the little town that had been his former home and had been asked to address an audience of his former neighbors. In order to assure them that his career had not caused him to put on airs he began his address thus :

"My dear friends—I won't call you ladies and gentlemen—I know you too well to say that." —Ladies' Home Journal.

Grateful Patient.—Doctor. I owe my life to you. Doctor—That's all right, but I cannot take it in payment for my services.

REGINA EXAMINATIONS.

The regular annual examination was held in Regina on the first Wednesday and Thursday in June.

The following candidates successfully passed the examination of the Saskatchewan Pharmaceutical Association :—J. Kelly, Maple Creek ; A. Arthur Jones, Regina ; Joseph Wright, Maymont ; Arthur K. Oliver, Battleford ; G. N. Cousins, Maple Creek; M. W. Johnston, Ninga, Man.; J. H. McMillan, Lawson ; A. W. Holmes, Saskatoon ; Sydney R. Tout, Fort William ; Burton A. Glen, Prince Albert ; F. L. Connors, Winnipeg ; A. C. Mathers, Winnipeg ; J. H. Meahan, Winnipeg ; R. J.T. Jones, Regina ; George E. Rae, Edmonton ; Harold Hudson, Zealandia ; W. H. Richards, Winnipeg ; J. R. Lawson, Minnedosa ; Miss Mary Patten, Winnipeg; J. E. McNeil, Hollard ; P. A. Young, Cypress River ; H. J. Winton, Govan ; W. Massig, Grayson ; E. B. Walker, Brandon ; Chas. McCloy, Winnipeg ; Miss E. M. Hall, Sintaluta ; John Saunderson, Swift Current ; C. H. Lander, Regina ; B. H. Loeppky, Winnipeg ; J. H. Pascoe, Killarney.

HELPFUL HINTS ABOUT MAKING THINGS TO SELL.

Hair Pomade.

Yellow wax	1 ounce
Olive oil	2 ounces
Wool fat	4 ounces
Cacao butter	2 ounces
Cocoanut oil	4 ounces
Expressed oil of mace	½ ounce
Suet	2 ounces
Oil of citronella	1 dram
Oil of bergamot	1 dram

Melt the wax at a gentle heat, and add in the order named, the suet, cocoanut oil, cacao butter, wool fat and olive oil ; apply no more heat than is sufficient to melt the ingredients. Mix well ; remove from the source of heat ; and when nearly cold and ready to congeal, add the expressed oil of mace (often called expressed oil of nutmeg) and the other oils. Should this pomade be too firm add more olive oil.

Shampoo Liquid.

Green soap	1½ ounces.
Potassium carbonate	½ ounce.
Alcohol	4 ounces.
Ammonia water	½ ounce.
Cologne water	2 ounces.
Water, enough to make	32 ounces.

Dissolve the potassium carbonate in 16 ounces of water, add the green soap, mix well, then add the ammonia water. Now gradually add to this mixture the alcohol and cologne water, previously mixed, shake thoroughly, and finally add enough water to make 32 ounces. Mix well, allow to stand for one day and filter.—Meyer's Druggist.

The Luncheonette in the Drug Store.

The other day a lady stopped the writer on the street and asked, "Where is the nearest drug store?" The answer was, "Right here, lady!" "Oh," says she, "I have been in there, but it's changed to a restaurant." The lady was no doubt a stranger to the city, but she was not far out in her estimation. After all, what would the drug store be to-day without the side lines? The old "chemist's shop" is rarely to be found. I notice that even some of the old timers are putting in a few lines of cigars and handling photographic goods. But do you not think we are inclined to overlook the drug end of the business in our endeavor to push the luncheonette counter, cut flowers, etc.? The writer was in a store a few days ago and noticed a customer asking for a bottle of one of Nyal's preparations. To get this it was necessary to cross the store and reach it from the shelf immediately facing twenty customers who were sitting up to the luncheonette counter. The clerk was not quite sure of the article, and spoke across the store to the lady, when a dozen or more men turned around, as men do, to see who was talking. This is not pleasant for a lady, and especially if it is a stranger to your store.

There are several stores—good stores—where the luncheonettes are served, and the drugs are quite a separate department. I think this is the proper way.

In another store I noticed a cigar lighter in close proximity to the cashier. The idea, of course, is for the men after finishing their meal to buy a cigar and light up right there. The idea is fine, as there are few men who can pass a box of cigars right after luncheon, especially when the gas light is staring them in the face. But the objectionable part is this, as I observed a few days. Some men who, unfortunately, don't know any better light up and practically fill the place with smoke, irrespective of the ladies who are waiting to pay the cashier, and also of the people who are eating their food. It would seem easy to overcome this by taking out the small gas light, and let the customer light up outside. The ladies are good customers and are patronizing the luncheonettes more and more every day; and don't forget they buy flowers, face powder and cream and many other things, and you cannot afford to lose them. Besides they add to the prestige of your store. Where the ladies frequent the men will go also.

Doctors and lawyers have at least one good trait in common—they never give advice before it is asked for.

Canadian National Exhibition

Bigger and Better than Ever.

ELECTRICAL EFFECTS.

Will be Striking Feature of This Year's Canadian National Exhibition.

Do you remember how the tiny electric lights twinkled like fireflies amid the foliage of the trees at the Canadian National Exhibition last year? That was the foundation of a wonderful system of electrical ornamentation that is being completed for this year's exhibition. The Grand Plaza will be canopied with electric stars, and the fountain will be illuminated, while various devices symbolical of Peace Year will help to beautify the grounds

HYDRO-AEROPLANE FLIGHTS.

Will be Given at the Canadian National Exhibition this Year.

Visitors to the Canadian National Exhibition this year will have the opportunity of witnessing hydro-aeroplane flights. Arrangements have been made whereby W. A. Dean, will fly his machine daily, starting from the lake, and circling over the Exhibition grounds. These flights will be given at various intervals during the afternoon, but one will be held at the fixed hour of six o'clock every day. A sufficient height will be maintained over the grounds that in case of accident there will be time and room to glide out over the water before descending.

GRENADIER GUARDS BAND.

England's Favorite Musical Organization Coming to Canadian National Exhibition.

The Grenadier Guards Band is being brought from England for the Canadian National Exhibition this year. Of all the great bands that have visited Toronto, Dr. Williams and his Grenadier Guards have made the most friends. They are popular alike with the critics and public, and are assured of a great reception.

CREATORE'S BAND.

Set Boston and New York Music Mad. Coming to Canadian National Exhibition.

Guiseppe Creatore, who with his band comes to the Canadian National Exhibition for two concerts daily during the entire Exhibition, is unquestionably the most interesting personality before the musical world to-day.

He has set Boston and New York music mad. He is not only the most picturesque of conductors, but is, besides, a masterly leader of men who has his musicians under perfect control. To the spectators the irresistible impression is that they are performing involuntarily entirely at the will of their fiery, volatile conductor.

The Martin, Bole & Wynne Co., Lt'd.

Wholesale Drug Merchants and Manufacturing Chemists

Corner of Princess and Market Streets - WINNIPEG, MANITOBA

COMING WEST?

Should you desire to come to the great North-West, either to engage in the drug business for yourself, or to take a position as a clerk, we are able to assist you.

We are constantly in touch with every section of Western Canada, and shall be glad if we can be of service to any one desiring information, as to location, necessary capital, qualifications, etc.

We Usually Know of a number of drug businesses for sale and will be glad to send — **Full Particulars Upon Request.**

—WRITE US—

Business-Opportunity Notices

For Sale, Exchange, Help Wanted, etc., 50c. for 25 words or less; subsequent insertions 25c. Send cash with order.

PARTNER WANTED.

I have land and ranch and want some one to put up cash to buy cattle and start ranch. For particulars apply to Box A., Ackville, Alta.

FOR SALE.

Canadian rights for sale on good paying medical proprietary preparation. Nothing like it manufactured in Canada. A new idea. Good business being done with it in United States. Rights include formula, trade-mark, name (registered in Canada) and sole right to make and market in Canada. Excellent opportunity for right parties. It is an old idea in up-to-date form, and is like the electric light as compared to the candle. Every home will be probable users, and it is a steady repeater. Put up in handy, sanitary, collapsible tubes which retain the full strength of the ointment. The package is handsome. For particulars address President 1211 Citizens' Building, Cleveland, Ohio, U. S. A.

SITUATION WANTED.

By Dental student for summer months. 8 years' experience. Quebec graduate, 1907. Toronto address, L. D. McLaurin, 140 Yorkville Avenue, phone N. 545. After May 1st, Vankleek Hill, Ont.

DRUGGISTS ! WHY PAY

$8 per dozen for patent medicine, when you can make it for $1. Send a 2c. stamp for list. 100 formulas—medical, toilet, domestic. Address, Canadian Recipe Publishing Co., Windsor, Ont.

ANOTHER TAKA-DIASTASE CAMPAIGN.

Parke, Davis & Co. are again directing the attention of physicians to the important improvement which, through a new process in manufacture, they have effected in Taka-Diastase—an improvement which virtually doubles the medicinal efficacy of this valuable agent for the treatment of starch moisture corresponding to those existing in the indigestion. Under conditions of temperature and normal stomach, Taka-Diastase will now liquefy three hundred times its weight of starch in ten minutes. The Company is taking full-page space in a long list of medical journals to announce the improvement. The advertisements contain a complete roster of Taka-Diastase products—liquid, powder, capsule and tablet, together with the various combinations of Taka-Diastase and other agents in capsules and tablets. It is understood that the campaign of promotion embraces additional publicity in the form of letters and literature which are being mailed direct to physicians, and some active detail work by their force of traveling representatives. With all these agencies in co-operation it is safe to guess that the medical profession will be well informed with respect to the virtues of this "greater Taka-Diastase." This means a larger volume of Taka-Diastase prescriptions, a contingency which druggists will do well to take account of.

DRUG REPORT.

Business during the past month has been a little on the quiet side.

The demand for Paris Green has not been very great so far.

Quinine—there are no signs of advance.

There have been no radical changes in value, the minor fluctuations you will find noted below.

D.—Caffeine, Citrate	oz.	.33
A.—Cinchonine Sulphate	oz.	.40
A.—Licorice Root, extra select	lb.	.15
A.—Licorice Root, small sticks	lb.	.20
A.—Licorice Root, powder	lb.	.16
A.—Magnesia Carb.	oz.	.20
Magnesia Carb., powd.	lb.	.30
A.—Nux Vomica, powd.	lb.	.20
A.—Rhodinol, (3 oz. bottle)	for	.60
A.—Soap Castile, powd.	lb.	.20

LABOR ORGANIZATION IN CANADA '13

The third annual report on Labor Organization in Canada, covering the year 1913, has been issued by the Department of Labor. At the close of 1913 the numerical strength of organized labor in Canada stood approximately at 176,000, an increase of nearly 16,000 over the figures of the close of 1912. The estimated membership for each of the three years during which reports on organized labor in Canada have been issued has been as follows :

1911..... 133,132
1912..... 160,120
1913..... 175,799

These figures show an increase in membership of over forty thousand during the two years, 1912 and 1913, and suggest a quite remarkable development during so brief a period. The figures indicate that the growth of Union membership has been fairly distributed as between international bodies and those not international in character. The bulk of Canadian trades union membership is attached to international organizations. Of the total numerical strength of organized labor for 1913, the membership owing allegiance to international organizations, reached the large proportions of 149,577, leaving for all other organized bodies a membership of 26,222. There were in Canada at the close of 1913, 2,017 local trade union branches of all classes, 1,792 having international affiliation, 199 of a non-international character, and 34 independent local bodies. These figures show an increase of 154 in international local union branches, a decrease of 26 in non-international, and an increase of six in independent bodies. International organizations having in Canada at the end of 1913 one or more local branches, numbered 101, an increase of two during the year. There are thirteen non-international organizing bodies in the Dominion, an increase of three as compared with 1912.

Organized Labor in Canadian Cities.

The relative strength of organized labor in Canadian cities is usually a point of some interest. The accompanying statement gives particulars as to twenty-six cities having each more than twenty trade union branches, the total for the cities named being 1,121. Of this number 654 report a membership which totals 88,037, or somewhat over fifty per cent. of the total trades union membership of the Dominion. The membership of the non-reporting units is a somewhat conjectural quantity, but information before the Department gathered from various sources permits it to be placed approximately at 25,328, giving a total trades union membership for the twenty-six cities named of 113,365.

Some girls have trouble in getting husbands—and nothing but trouble after they get them.

"PUSH" IS WHAT COUNTS.

Too often people in business, both retailers and wholesalers, seem to overlook one vital fact—that nothing is self propelling. Perpetual motion is not yet achieved. Behind everything that moves is some source of power, some generator to supply the force that keeps things going.

"The more I see of business," said a successful manufacturer recently, "the more I am convinced that about the only factor that really counts is 'push.'"

"A business," he elaborated, "reminds me of the snowballs the boys roll in winter. They start with a little ball of snow packed in the hand—put it on the ground, get behind it, push, the ball gathers snow, they keep pushing, the ball gets bigger and bigger, more boys join in pushing it, some push hard and some only follow along. But let them all stop pushing and the snowball ceases to grow; presently it begins to melt and dwindle until there is nothing left. Pushing is the only thing that keeps it growing."

Any business starts out as a bare idea in some man's mind. He "gets behind it," develops it, puts his energy to it; he pushes. And in proportion to his vigor and intelligence the business grows. Like the snowball, it requires more people to push it, and only by constant pushing is it kept expanding.

Back of every successful, growing business house you will find a man or men who are constantly "pushing" and inciting others to push, who are putting all their thought and energy into making the business grow. Possibly also you will find some "followers," who, instead of "pushing," are doing as little as possible and enjoying the results of others' work. But if you keep track of them you will find that they do not last long. With a growing, successful firm they are shortly discovered and eliminated.

Sometimes it seems as though a big business goes along automatically—sort of runs itself, with only casual attention from managers and indifferent work from men. But do not be deceived. Whenever such a condition does really exist you can be sure the business is losing ground. Things will run along for a time on momentum, but gradually they move slower and slower, finally they stop, and the business "fades away." Nobody is pushing it.

The more active pushers there are in a business, the more successful it is likely to be. Also the big rewards of business go always to the pushers. Even the so-called "pulls" in business are the result of somebody's push. It's worth thinking over.

And just jot it down for a fact that in business "the push is the thing."

The Canadian Druggist

Convention Number

Vol. xxvi Toronto, August, 1914 No. 8

Winnipeg Will Welcome the Canadian Pharmaceutical Association

In the varied 1914 program of civic activities of the city of Winnipeg, the wide-awake capital of the Province of Manitoba, there is no event which looms so large or which is looked forward to with keener anticipation than the coming convention of the Canadian Pharmaceutical Association. In the business community at large, and amongst the druggists of Winnipeg particularly, there is no subject so generally under discussion at the present time, and should the remarkable interest now shown be maintained the convention promises to be a record-breaker in the way of provision made for entertainment, and in the lasting benefit to be derived by Winnipeg and Western Canada, and also by the visiting delegates themselves.

Winnipeg Welcomes the World.

The Winnipeg Industrial Bureau, which is composed of representatives of twenty-eight different business bodies of Winnipeg, in extending their invitation through Commissioner Chas. F. Roland, says:

We want you to come and see one of the most marvelous and impressive records of civic growth the history of the world has seen. Once the site of the historic Fort Garry, a Hudson's Bay trading post, less than forty years ago, now the metropolis, railroad and business centre of the Canadian West.

We welcome your visit and wish you to see for yourself a populous, prosperous country, made from what was no more than a quarter of a century ago a comparative wilderness.

We wish you to see WINNIPEG, which had 215 people in 1870, and has now over 200,000, and at the present rate of increase will have over a quarter of a million in 1915.

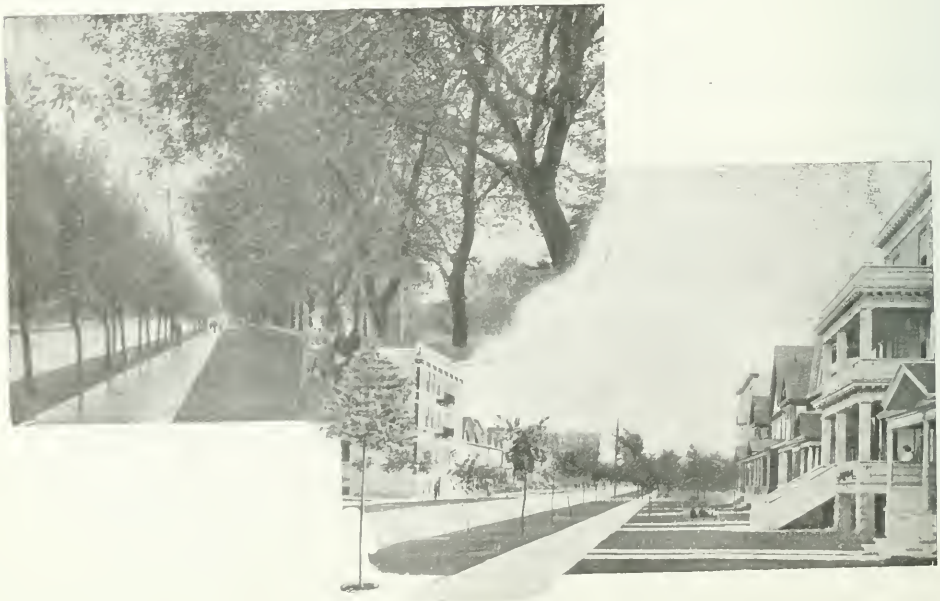
We want you to see a city of fine hotels adapted for convention purposes. There are over seventy hotels in the city, all good, and a street car service that is one of the best on the continent, and which operates now 350 cars on over 100 miles of city and suburban lines. We want you to visit our public parks that cover more than 500 acres, and two rivers, the Red and the Assiniboine, that flow through the city, on which pleasure steamers run during the summer months.

We want you to learn of WINNIPEG as an educational and religious centre, having 192 churches and millions; 40 public schools, with an enrollment exceeding 22,000; also six parochial schools with 1,500 pupils; six colleges of the University of Manitoba, Provincial Agricultural College, academies, ladies' schools, etc. Visit the numerous and varied places of amusement, theatres, vaudeville houses, etc., and find some of them as fine theatres as any in the Dominion. Go through our largest departmental stores, in one of which you will find 3,500 clerks. Take a run about our city streets, which are broad and convenient for travel, with 168 miles of asphalt pavement and 120 miles of boulevards.

We want you to enquire into Winnipeg as a splendidly equipped city for business purposes. There are twenty banks, with over 880 branches in the Western Provinces. Locally these twenty banks in 1913 did a business that amounted to $1,634,977,237.00.

We also want you to know that the grain business of the Canadian West centres in WINNIPEG, and for the last year the inspections exceeded 150,000,000 bushels, making Winnipeg the greatest primary grain market in the world.

We want to prove to you that all roads lead to WINNIPEG. Twenty-seven railway tracks radiate from the city. The C. P. R. yard here, with over 150 miles of sidings, is the largest in the world controlled by a single corporation. WINNIPEG is



Residential Street Scenes in Winnipeg

the central point of the Canadian Northern and Grand Trunk Pacific Railway systems and terminals for the Great Northern and Northern Pacific.

WINNIPEG is long on public ownership, owning and operating its own asphalt paving plant, its own quarry, street lighting, waterworks, including high pressure fire protection, and in addition a civic power plant, on the Winnipeg River, where a total of 60,000 horse-power is developed by the city, which is being sold to consumers at the cost of production.

We want you to compare the remarkable growth which is taking place in building in WINNIPEG with other cities three times the size.

Jot these figures down :—New buildings erected in 1900-1-2 amounted to $5,558,545, and in the years 1913-4-5, $26,264,500 ; in the years 1906-7-8, $24,444,300 ; in the year 1909, $9,226,325 ; in 1910, $15,116,450 ; in 1911, $17,550,000 ; in 1912, $20,563,750 ; and in 1913, $18,357,150, and for the first six months of 1914 over $10,000,000.

If you are interested in manufacturing the fact that the value of our factory output is now estimated at over $50,000,000 annually, which is an increase of 400 per cent. in ten years, should appeal to you, and further, that over 20,000 factory hands now find employment in over 400 successful plants operating. Then take this record of industrial growth and add to it the wholesale turnover of $150,000,000 (a conservative estimate), and the enormous grain trade handled in the city, makes WINNIPEG the central market and capital city of commerce of Western Canada.

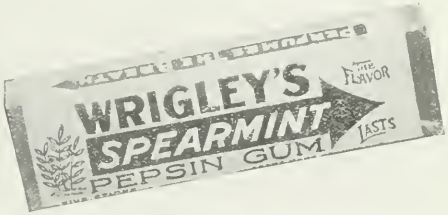
Said the drug clerk to the Boss,
"Broken bottles are a loss,"
"To prevent these losses we must surely try."
Said the Boss, "All will be well,
"We'll try Corrugated Cell ;
"It's the kind they'll all be using bye and bye."
Then the clerk cried, "Prithee, tell,
"What is this Corrugated Cell ?"
Said the Boss, "Your wisdom's lacking,
"It's the famous Richards Packing.
"Their ad. you'll find by looking,
"And our order they'll be booking
"When we are in need of bottles bye and bye."

Grenadier Guards Band.

The Grenadier Guards Band is being brought from England for the Canadian National Exhibition this year. Of all the great bands that have visited Toronto, Dr. Williams and his Grenadier Guards have made the most friends. They are popular alike with the critics and the public, and are assured of a great reception.

NOTICE!

We have secured an injunction in the Supreme Court of Ontario against a manufacturer from selling chewing gum put up in packages tending to deceive the public into thinking it is THIS GENUINE :



Wrigley's Spearmint has been consistently and widely advertised throughout Canada. The public will instantly detect the fake upon trial, for it has not the resiliency and smooth-chewing quality of the genuine. Handle the real goods and insure steady sales !

Be Sure It's Wrigley's !

Wm. Wrigley Jr. Co., Ltd., 7 Scott St., Toronto

ALWAYS USE

TUCK'S

XMAS CARDS
CALENDARS
POST CARDS
BIRTHDAY CARDS
VALENTINE CARDS
EASTER CARDS
TOY BOOKS
ART NOVELTIES
&c

They are the MOST WELCOME, ARTISTIC and UP-TO-DATE
USED BY ROYALTY.

Every "TUCK" Card and other publication bears the name of the firm and our Easel & Palette Trade Mark.
DO NOT BE MISLED. NONE GENUINE WITHOUT.

RAPHAEL TUCK & SONS CO. LIMITED
9 ST ANTOINE STREET
MONTREAL

Pharmaceutical Association of the Province of Quebec.

The members of the above Association held their first meeting on the 8th instant, in the Association room in Montreal and proceeded to the election of officers.

The composition of the new Council is as follows:

President—J. E. Tremble (re-elected).
1st Vice Pres.—A. L. Jolicoeur (re-elected).
2nd Vice Pres.—J. E. Lecours (re-elected).
Treasurer—J. A. D. Godbout (re-elected).
Secretary—H. J. Pilon.
Councillors—MM. A. L. Laurence, E. C. Fraser, Jos. Asselin, A. L. Boucher, G. Porcheron, H. W. Reynolds, F. H. Spearman, H. W. Laroche.

The preliminary Board of Examiners held their quarterly examination in Montreal and Quebec on the 2nd of July, when 49 candidates presented themselves. The following passed by order of merit:—

MM. E. Gremer, E. Lafrance, E. Grenier, G. H. Fenson, R. Ethier, M. Tesk, M. Hays, I. A. Casey, A. Bellemare, E. Desranleau, C. Gravel, V. Desy, D. Tanguay, A. Chicoine, L. Lariviere, Melle. A. Bonneville, T. Dowd.

The following passed on all subjects but one, and will have to present themselves at the next examination: MM. J. A. Pernier, A.R. Dagenais, J.P. Dagenais, L. Adelson, P. Lanctot, J. Taillefer, A. R. Taillefer, C. E. Barbeau, H. A. Raum, S. Frischling, D. Lorti.

The Examiners were: Professors L. J. O. Cassegrain, of the Jacques Cartier Normal School, and I. Gammell, of the High School, with Mr. A. J. Laurence as general supervisor and Victor Giroux, supervisor for Quebec and vicinity. The Major and Minor examination will take place on the 21st of September, 1914 at Laval University, Quebec.

Electrical Effects.

Do you remember how the tiny electric lights twinkled like fireflies amid the foliage of the trees at the Canadian National Exhibition last year? That was the foundation of a wonderful system of electrical ornamentation that is being completed for this year's exhibition. The Grand Plaza will be canopied with electric stars, and the fountain will be illuminated, while various devices symbolical of Peace Year, will help to beautify the grounds.

Fort Garry Hotel, Winnipeg.

DO YOUR GUM LABELS EVER STICK TOGETHER?

When you reach in the drawer for a label, do you *always* get the one you *want?*

Every druggist knows what we mean when we talk about label troubles—every user of flat labels has put up with the same annoyances.

Flat labels *will curl.*
Flat labels *will stick together once in a while.*
Flat labels *will get from one compartment into another and make more trouble, AND*
Flat labels *cost a whole lot more than*

McCOURT ROLL LABELS.

Already there are over 9000 druggists using the *McCourt Label system.*

McCourt Label Cabinets have been designed to meet the needs of *every* drug store—no matter how large or small. Whatever the size of your business, here is a McCourt Label Cabinet that will just fill the bill.

THE SYSTEM:

The cabinet has been designed and built in such a way that within a second's notice you can pull out and paste on the correct label—and with the absolute assurance that you have the right one.

THE CABINET:

Is made in a range of sizes to meet any requirement. *Shop, Stock, Strip, Poison,* and *Prescription* labels—in fact any label that you may be using can best be used in a McCourt Cabinet

THE LABELS:

Are furnished in rolls. They are engraved on the highest quality ofgummed paper. *By using them, you can effect a saving of from 25% to 40% of your label bill.*

Mr. Druggist, think these things over, and then, before you do anything else, write for our new 1914 catalog and samples of labels.

A portal will do—do it now.

McCOURT LABEL CABINET COMPANY,

BRADFORD, PA. Dept. 21

The Leading Line
Beecham's Pills

- Notice to the Trade -

The Proprietor of Beecham's Pills begs to notify the Retail Trade of Canada that in consequence of the liberal advertising which is appearing in the press throughout the Dominion, and the fact that Beecham's Pills are so well-known and valued by the residents who have come from the British Isles, the demand is rapidly increasing, and retailers are recommended to purchase Beecham's Pills in larger quantities and obtain the advantage of a better price. The following firms are the Distributing Agents:

All Depots and Branches of the National Drug & Chemical Co. of Canada, Limited.
Messrs Lymans Limited., Montreal.
Messrs Lyman Bros. & Co., Limited, Toronto.
Messrs Martin Bole & Wynne Company, Winnipeg.

WHOLESALE PRICES:

Less than one dozen	$2 30 per dozen	less 5%
One dozen	2.20 " "	
Six dozen	2.10 " "	

Prepared only by the proprietor, **THOMAS BEECHAM, ST. HELENS, ENGLAND.**

The Sights of Winnipeg

How to See Them and What it Costs.

PARKS AND DRIVES.

By following are the chief places of interest, all of which can be seen when driving through the streets:

1. Armstrong's Point, Maryland Bridge, Crescentwood, River Avenue, Osborne Bridge, Assiniboine River, Lieut.-Governor's Residence, Parliament Buildings, Broadway Court House, Land Titles Building, Central Park, Wholesale District, Commercial Travelers' Club.

2. St. Charles, Assiniboine River, Tuxedo Park, Agricultural College, Crescentwood, Maryland Bridge.

3. South Main Street, Union Depot, Hudson's Bay Stores, Old Fort Garry, Assiniboine Avenue, Osborne Bridge, Roslyn Road, River Avenue, Crescentwood, Agricultural College, Tuxedo Park, Assiniboine Park.

4. Royal Alexandria, Subway, Selkirk Avenue, Exhibition Grounds, Dufferin Avenue, Overhead Bridge, C. P. R. Yards and Shops.

WINNIPEG HOTELS AND RATES.

Name	Plan	Rate	Cap
Bell Hotel	American	$2.00	150
Brunswick	American	2.00	250
Clarendon Hotel	American	2.50 up	250
Club Hotel	European	1.00	50
Commercial Hotel	American	2.00	100
Corona Hotel	American	2.50	150
Criterion Hotel	American	1.50 up	50
Empire Hotel	American	2.50 up	120
Fort Garry	European	2.00 up	300
Grange Hotel	European	1.50 up	50
Imperial Hotel	American	1.50 up	100
Inter Ocean Hotel	European	1.00	25
La Claire Hotel	American	2.00 up	55
Leland Hotel	American	2.00 up	75
Majestic Hotel	American	1.50 up	100
Mariaggi Hotel	European	1.50 up	75
McLaren Hotel	American	2.50 up	160
Oxford Hotel	American	2.00 up	120
Queen's Hotel	American	2.50 up	140
Royal Alexandria Hotel	European	2.00 up	650
St. Regis Hotel	European	1.50 up	210
Strathcona Hotel	American	1.00 up	200
Wellington Hotel	European	1.00 up	110
Winnipeg Hotel	American	2.00	110

POINTERS.

Place—Winnipeg.

Date—August 17-21.

Rates—Single fare, round trip.

Return Journey—Leaving Winnipeg September 16th or before.

Railroads—All Canadian Roads.

Lake trip—$9.00 extra each way.

Hotel Accommodation—$1 to $3 per day.

MAIN STREET, WINNIPEG

One of the busiest thoroughfares in that Western City. The wide streets of this modern city greatly facilitate traffic. The streets are a great improvement on some of our eastern cities.

FEATURE "FATIMA"

Don't just KEEP these Cigarettes. Feature them, push them, make them a specialty of your store, give them an occasional window display. Keep them to the front.

These delightful Turkish Blend Cigarettes, with their exquisite flavor, and compact, convenient package, will pay you handsome profits.

20 in a package to retail for **25c**

You can improve conditions here by getting behind Canadian Made Goods—

CORSON'S CHARCOAL TOOTH PASTE

is of such quality, that Canadian Druggists can proudly recommend it as a "Made in Canada" product, made in a Canadian owned laboratory, worthy of Canadian use.

From laboratories of

Sovereign Perfumes, Ltd.

146-148 Brock Ave.

TORONTO

HOW IS YOUR STOCK OF

WILSON'S INVALIDS' PORT

(a la Quina du Perou)

Our advertising campaign this season will be more extensive, by far, than previous years. Be prepared to reap the benefit of this campaign.

Replenish Your Stock

Wilson's Invalids' Port is prepared from the rich juice of selected Oporto grapes and extract of Peruvian Cinchona Bark, absolutely no alcohol or any other ingredients are added.

Wilson's Invalids' Port Agency

87 St. James Street, Montreal

A Ph. A. Convention

The Committee of Arrangements have planned a most elaborate programme for your entertainment, the principle features of which will be a reception and grand ball on Monday evening, August 24th. The music for this occasion will be furnished by a famous Berlin Orchestra of 16 pieces. Other attractive features will be a theatre party, dinner, card parties, shopping expeditions, and a boat ride to Bob Lo Park and dinner for the ladies and a smoker and vaudeville performance for the men, a day-light ride to the "Flats," the "Venice of America," on the palatial Steamer Brittania, a four hour ride through our Parks and Boulevards, for all. So much for your pleasure and entertainment.

The same care has been exercised in arranging the business program, so that the various sections will not conflict, so you can attend any or all of them as you desire. There will be no tedious waits, as the Canal will fall at the appointed time; in fact, this meeting will be an INNOVATION to you, so just throw a few things into your grip, and come along, and bring the ladies with you, as every preparation is being made for their care and comfort.

McCourt Label Cabinet Co. issue New Catalogs

The above firm have recently issued a number of handsome catalogues illustrating their label cabinet and gummed labels in roll form for use of druggists.

These catalogues are beautifully printed and well illustrated, showing their labels in various styles and colors, and also showing cuts of their label cabinets.

We would advise our readers to send for one of these catalogues. For further particulars see advertisement on another page of this issue, or write McCourt Label Cabinet Co., Bradford, Pa.

Delegates to the Convention.

So far as heard from, the delegates to the C Ph. A. Convention are:

Quebec.....	J. E. Tremble.
	J. A. D. Godbout.
British Columbia	John Cochrane.
	Jas. W. Browne.
Nova Scotia	E. M. McLeod.
	A. A. Thompson.
New Brunswick	G. O. Spencer.
	J. D. B. F. McKenzie.
Ontario	J. T. Pepper.
	W. H. Worden.

The remaining Provinces have not as yet reported to the Secretary.

Celebrated Chemist is Visiting Brother in Canada.

Mr. David Hooper, one of the most distinguished chemists in the world, who has been visiting his brother, Mr. J. Hooper, of Toronto, recently, has had a career of great interest. In 1907 he was awarded the Hamburg Medal, the world's highest honor in pharmacy. For thirty years he conducted scientific work in India, but is now retired.

Mr. Hooper was born in Redhill, Surrey, Eng., on May 1, 1858. In 1873 he was apprenticed in a pharmacy in London. On leaving London he went to Cambridge and Clifton, and took up the study of botany by attending lectures, and with the use of Babington's "Manual" he made a collection of seven hundred British plants, which was awarded the bronze Herbarium medal of the Pharmaceutical Society in 1878. Next year he entered the School of Pharmacy, and carried off the silver medals in botany, materia medica, and practical chemistry, and in 1880 the Pereira medal, the blue ribbon of pharmacy, was awarded to him.

As soon as a rat discovers he is trapped he loses all interest in the piece of cheese that caused his downfall.

Portage Ave., Winnipeg, a modern mercantile thoroughfare.

Be sure and ask for a Standard Certificate when buying your ticket for Winnipeg.

DON'T FORGET

Druggists who intend sending in papers to the Winnipeg Convention must get them in by August 10th.

COUNTERFEIT
$1000.00 REWARD

We will pay the above sum for the arrest and conviction of persons selling or offering to sell **the counterfeit Dr. Martel's Female Pills.**

It is against the law **for you** to handle these counterfeit goods, as the contents have proven on analysis to contain **Dangerous Drugs.**

The package (or boxes) are perfect, assumed to be distributed by The French Drug Co. as well as The Knickerbocker Remedy Co. and even bearing our own serial number.

Jobbers must buy of our Canadian Agents, and Retailers must buy of their Jobbers only, if they want to protect their customers.

These counterfeit goods are liable to be offered to you by some Broker in the United States at a price which would interest you, and if so, **his letter forwarded to us may earn you the above reward.**

Our salesmen have power to prosecute persons found handling this counterfeit article and we will protect our rights in this matter.

Knickerbocker Remedy Co., Inc.

36 East 23rd St., New York, N.Y.

Canadian Agents—LYMAN BROS. & CO., Ltd., TORONTO

Sole Distributors Dr. Martel Remedies.

E. Nesbitt, Winnipeg
President C. P. A. 1913

N. D. McDougall
Registrar Manitoba Ph. Association

G. E. Gibbard, Toronto
Secretary-Treasurer C. P. A., 1913

C. W. Campbell
Local Secretary

The Local Secretary Says:

YOU ARE WANTED IN WINNIPEG ON MONDAY, AUGUST 17TH

Turning Money Into Your Cash Drawer

Coca-Cola

TRADE MARK REGISTERED

is liquid currency—just as sure as you *serve the genuine* you're going to coin every liquid ounce of it into cash.

¶ Soda fountain men have quit guessing about whether or not they're going to sell that item of stock in trade—they *know* they're going to. Gigantic advertising—big demand—unvarying quality—and right-down-to-the-ground generous methods have made Coca-Cola the surest cash register tonic any dealer can prescribe.

¶ *Who* could be so short-sighted as to try to get by with a quack's prescription—a "they-can't-tell-the-difference" substitute? Your cash register speedometer can tell the difference—every time.

¶ Eliminate the question of what's honest and bring it squarely down to business sense—who will trade a certainty for a thimble-rigger's gamble? Certainly not you.

Serve the Genuine—Whether Asked For By Full Name Or Nickname

Order From Your Jobber

THE COCA-COLA CO.
ATLANTA, GA.

Whenever You See An Arrow Think of Coca-Cola

D D-1

Rights of Clerks and Employers.

By D. Chas. O'Connor

An interesting article dealing with the rights of employers and clerks, violation of employer's rights, etc.

(Written specially for Canadian Druggist)

Having learned the duties of your own position and those of the man higher up, you should understand thoroughly your own rights and the rights of your employer. There should be no guess work about it. What causes friction between clerks and employers? Why do the drug journals publish so many articles on the scarcity of clerks? Whose fault is it?

I have noticed that the trade papers have rarely discussed or criticized employers. No matter how mean or hateful, or how unreasonable or disagreeable they were, they were never open to rebuke or criticism nor held up for ridicule. According to all the printed reports the blame was put on the shoulders of the clerks. For the past year or two, however, the clerks have stated their side of the controversy and have established the point that their employers should share some of the criticism. It is only fair that the drug clerks should have their say on such an important question, and I believe their employers will welcome the clerk's views, because it is only by hearing both sides of an argument that a satisfactory conclusion can be reached. As a result of such a discussion closer co-operation between the employer and his clerks will be inaugurated. This co-operation is absolutely necessary for the success of any retail store in these days of sharp competition, scientific efficiency and big mercantile mergers and combinations.

I have been both clerk and employer, and I am going to tell you just what I think about this problem, looking at it from the employer's standpoint, then from the clerk's.

RIGHTS OF EMPLOYER.

When you hire out to your employer you make a contract with him. You sell your services to him for a certain sum to be paid to you in weekly payments. For this value received—your weekly salary—you are to give him your best service, you are to work for his interests, you are to devote your time in the store to the performance of the duties allotted your position. To give accurate account of the money received by and paid out by you. To wait on customers quickly and to give them the best possible service according to your previous training and experience. To obey the store rules. In short, to work for your employer just as you would work for yourself. There is no question about your obligation in the matter.

You are as firmly bound to fulfil it as if you had put it down in writing. It is a sort of unwritten law that is understood and sanctioned by common use. You are under obligation to your employer to give him your best service for the weekly salary agreed upon just as clearly as if you had given him a promissory note for value received.

When you pay a nickel to a street railway company you have certain rights from that company in return for the nickel you gave it. It must deliver you safely at your destination. In order to do this the car must be equipped with safety devices, i must be frequently inspected, and it must be manipulated with due care. You are expected to exercise due care in getting on and off the car and in conducting yourself while the car is in motion. You never think of that contract between yourself and the street railway company when you pay your nickel, yet that contract exists. If you meet with an accident while a passenger on a car and prove that the accident was due to the negligence of the company or its employees, and provided you were using due care yourself, you can recover damages. While writing these lines I am serving on the jury and such a case has been settled in favor of the passengers who were hurt.

When you get your pay from your employer every Saturday night you never think of the contract existing between both of you. I think a great deal of the friction between employer and clerk is caused by the absence of a proper realization of the existence of this contract. The rights of the employer as outlined above are simple, yet they are easily and often violated.

RIGHTS OF CLERK.

A drug clerk is entitled to receive his salary when due, and in addition, kind and courteous treatment, helpful suggestions, co-operation and guidance, in return for his services. He has a right to a fair trial. He has a right to be given a chance to make good in his position, proper allowances of course to be made for his previous experience and his present equipment. That seems simple enough. Looked at in that light it doesn't seem as if it would be hard for an employer to fulfil his part of the contract in his relations with his clerk. These rights are, however, often violated in all kinds of ways.

VIOLATION OF EMPLOYER'S RIGHTS.

The rights of your employer are violated

When you are careless with the money you handle.

When your accounts and your cash drawer never balance.

When you waste time talking and visiting with your friends either in person or over the phone.

Please order from your Wholesale House, and specify

FINEST

LIQUID PARAFFIN

(STERN'S MAKE)

Highly recommended for Internal Use.
The Highest Standard of Excellence.
Water White, from from Taste and Smell.
Quality and Purity guaranteed.

Wholesale only from the makers

STERN SONNEBORN OIL CO., LTD.

Canadian Address—H. Videon, 34 Jackman Ave., Toronto, Ont.

and Royal London House, Finsbury Sq., London, E.C.

MANUFACTURERS OF

White and Coloured Oils, Petroleum Jellies, White, Yellow, Soft Paraffin, etc.

Supplied through the Wholesale Trade only.

No Extra Charge for the

RICHARDS SERVICE

Your order shipped the day it is received.

When you want promptness and satisfaction send your order to us.

We are the largest prescription bottle dealers in Canada.

We have our own molds in Montreal, Toronto, Hamilton and Wallaceburg.

Our prices are always right.

LET US FILL YOUR NEXT ORDER.

The Richards Glass Co., Ltd.

TORONTO, - CANADA.

"Everything the Druggist Needs in Glass"

Special Prices when ordered in bulk packages.

The Pure Food Law prohibits the sale of any but strictly pure

EXTRACT VANILLA

WYETH'S

represents the True Flavor of Choice Vanilla Beans.

Free From Any Adulterant

Pure and Wholesome

John Wyeth & Brother

INCORPORATED

Philadelphia, Pa.

When you do not do a thing the first time you are told.

When you do not keep your mind on your work.

When you shirk your work and try to shift it to another clerk.

When you rush for the back room as soon as you see a customer come in, hoping that some other clerk will wait on him.

When you try to go contrary to the store rules.

When you criticize the way your employer conducts his store.

When you try to run the store your own way.

When you exceed the authority of your position.

When you arrive late in the morning.

When you stretch your meal hours.

When you skip out every night fifteen minutes ahead of time.

When you pay no attention to the children customers.

When you argue with customers or treat them uncivilly.

When you lie about store matters.

When you tattle store secrets.

When you make trouble for the other clerks.

When you watch the clock instead of your work.

When you are careless about your personal appearance.

When your night dissipation unfits you for your next day's duties.

When you fail to try to get new customers for the store.

When you loaf and kill time while your employer is out.

VIOLATION OF CLERK'S RIGHTS.

Your rights as a drug clerk are violated by your employer

When he makes you wait for your pay without reason.

When he reprimands you before customers.

When he nags you repeatedly and unreasonably.

When he fails to treat you courteously.

When he declines to help you by suggestions.

When he takes no interest in you whatever.

When he doesn't give you a fair show to make good.

When he treats you as if you were not human.

When he tries to discourage you.

When he is continually suspicious of you without reason.

When he takes every possible occasion to abuse you.

When he yells his orders at you.

When he shows a deep prejudice against you.

When he refuses to give you your regular time off.

When he refuses to allow you to study in the store.

When he fails to discover and to develop your special talents.

One particular cause of trouble, I believe, is that the employer expects too much from his clerks and the clerks expect too much from him. It isn't your employer's fault that you are poorly paid. He pays you the amount recognized by the trade in your section of the country. It is all he can afford to pay you. You have agreed to work for that sum, so you should not complain at all about your salary.

It is not your employer's fault if you have to wait for your pay at some seasons of the year. No employer will keep you waiting if he can possibly avoid doing so, but occasionally it happens that he must. When I was a clerk my employer did a tremendous business; yet, at times, all the clerks had to wait from five to six weeks for their pay. I never could give a reason for this at that time, but since being an employer I found out that there is a reason, occasionally, for it.

Oftentimes, clerks ask for extra time off which is cheerfully given. Soon it becomes a habit. They want to swap evenings and afternoons every week, giving their employer notice a week ahead. Next, they want to swap without notice or with but a day's notice. Then they find fault because their employer tells them they are taking things into their own hands and going too far. This habit of continually swapping plays havoc with the store service. It mixes the store affairs all up and oftentimes affects the customers. Don't abuse this privilege of swapping time off.

Clerks often accuse their employer of never coaching them, never explaining things to them, never asking them questions. In most cases I believe the clerks themselves are to blame for this. I know many clerks, who, when on first entering the store, were instructed to study every day, to ask questions about their study and their work, either from the head clerk or their employer, and who never asked a single question. Some of them were of the know-it-all variety, others felt that their employers should ask them rather than they should ask him. So it goes on, each blaming the other until finally the gulf between them gets so wide that the bridge of co-operation will not span it.

On the other side, we have the employer who expects a clerk to give all his energy, enthusiasm and life blood; who expects him to do two clerks' work; to be soda boy, salesman and window trimmer; and all this for $6 or $8 a week. Many employers fail to realize that the drug clerk of to-day must not be expected to do the same kind of duties as the drug clerk of years ago. When I was a drug clerk I had to wash the floor every morning and clean cuspidors every day. Another duty was rubbing the store fixtures with furniture polish. Such duties as these are now done by a porter or

SANOL BLOOD BUILDER

For Tired Out Women and Men.

A Sure Cure for Anæmia.

Provides the Blood with Red Capsules so Necessary to Life.

CLEARS AND IMPROVES THE COMPLEXION.

For twenty years a celebrated German scientist worked at this great specific, seeking to find the secret of blood building. The vegetable contents were brought from the four corners of the earth and so blended that a genuine blood and tissue builder was at last produced.

Sanol Blood Builder has proved a boon to mankind. The tired worn out mother in the home, with her daily round of domestic and social cares, the head of the family in office or workshop, the growing girl or boy during schooling period, at times need a body building medicine. **Sanol Blood Builder** supplies the blood with and incorporates into the organism of the human body that which it absolutely needs, the good results are marked and rapid.

Sanol Blood Builder, if taken according to the directions, will stop the waste of the body, brighten the appetite, strengthen the system, rebuilt the blood corpuscles, improve the complexion, brace the muscles and calm the brain.

FOR SALE BY ALL DRUGGISTS—PRICE $1.00 PER BOTTLE

The SANOL MFG. CO. of Canada, Ltd.

Winnipeg, Canada

Some Druggist

Makes a Profit on Every Can of

Antiphlogistine TRADE MARK

sold on prescription, or to a customer, direct

Advertised only through

Medical, Dental and Drug Journals;

Distributed only through

Regular Jobbers to Dealers

for more than 20 years.

5% Discount on orders of **$12.** or more—through your jobber

"There's only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.

NEW YORK, U.S.A.

The Original and Only Genuine

BEWARE OF IMITATIONS SOLD ON THE MERITS OF

MINARD'S LINIMENT

BOXES, BOXES BOXES!

BUSH'S Pill Boxes

NESTED OR SINGLE, FLANGED, POWDERS, FANCY PERFUME, AND EVERY KIND OF BOX FOR DRUGGISTS' TRADE.

Rembrandt Works

32, 34, and 34a Commercial St., London (Eng.)

SOLE AGENTS FOR CANADA

THE RICHARDS GLASS CO., Limited

TORONTO

a woman who is hired to come in one day a week.

Some employers never encourage, praise or sympathize with a clerk. Some believe a clerk will get along better when left to himself; others fear to praise him lest such action would spoil him; others are too busy to think anything about it. Some employers can get their clerks to work overtime occasionally with no urging whatever; with others it is like pulling teeth to get their clerks to work over time. Some employers are constantly suspicious of their clerks. They keep close tabs on them while in the store and learn of their movements while out of the store.

I know an employer who learned that one of his clerks spent a good deal of his time in pool rooms, and occasionally was seen in bar rooms. The clerk was notified to keep away from those places under penalty of losing his position. He kept away for a short time, then went back into the old rut and in consequence lost his job. A great many clerks believe that their employer has no business to interfere with what they do outside of the store. No employer will interfere if a clerk conducts himself properly when away from the store; but when the clerk is out half the night playing cards, playing pool, going around with fast company, and his dissipation unfits him for his store duties, his employer should take some action. If he doesn't, the customers of the store enter complaints about the clerk's actions, the kind of company he keeps and the places he frequents.

Every employer not only has the right but should exercise the right to interfere when his clerk's actions outside of the store are such as to reflect upon the good name of the store or tend to incapacitate him in any way for performing his regular store duties.

THE IDEAL CONDITIONS.

Contrast the disagreeable conditions of wrangling, misunderstandings, dodging the blame, and of constant friction, such as we have just been considering, with the ideal conditions as they should exist in all drug stores.

The ideal employer will take an interest in his clerk from the start. He will encourage him, praise him, and sympathize with him; he will confer with him from time to time to see how he is getting along; he will make him feel that the store's success depends partly upon his progress; that he is an associate and a co-worker; in this manner the ideal employer brings out the very best that is in that clerk.

The ideal employer realizes his own responsibility for the success or failure of his clerk. He argues that because he pays his clerk the regular amount of wages agreed upon and receives full value in return, his responsibility does not end there, for that is merely a business transaction. He goes further and helps his clerks to rise; he expresses approval here, he expresses disapproval there—but does it in a nice way—he is constantly giving his very best influence to that clerk. In consequence of such treatment that clerk will always regard his employer as his friend, whether he continues in his employ, works for someone else, or goes into business for himself.

The ideal drug clerk realizes that he is in a large measure responsible for the success of the store; that he must do everything in his power to treat customers courteously; that he must take an interest in the store; that he must do his work quickly and neatly; that he must keep posted on the offerings of the store by reading the store advertisements; that he must offer suggestions concerning the store's routine work; that he must tell his employer of progressive ideas in force in other stores which he has learned through visits or from friends in other cities; that he must acquaint himself with the duties of his position so as to prevent any possible friction with the other clerks; that he must imitate all the good points in his employer's make up; that he must always be cheerful and optimistic and neat in his personal appearance.

In realizing and carrying out all those conditions, he is rewarded by the knowledge of winning his employer's complete confidence, of co-operating with him in maintaining perfect harmony in the store, of sharing with him the rewards of the store's success, and the knowledge of possessing that awfully nice comfortable feeling away down deep within him of having done his very best.

KIND OF BOYS WANTED.

In the 1909 report of the United States Commissioner of Education, Mr. Elmer Ellsworth Brown, there occurs a report of the result of an investigation made in the factories at Rochester, New York, in 1908, by the Board of Education of that city. In response to inquiries made, the superintendents and foremen of factories indicated in substance the kind of boys wanted as follows:

1. Boys who can apply the mathematics they have learned in school to the actual problems of the factory.

2. Boys who can state their needs to the foremen clearly and concisely.

3. Boys of wide general information who know something of the materials used and the processes of their preparation.

4. Boys who will take an interest in their work and stick to the trade being learned.

With a little modification these four statements are applicable to drug clerks. As modified and supplemented they might read as follows:

(Continued on page 499)

IS THERE A CELEBRATION IN YOUR TOWN THIS SUMMER ?

July 1st July 12th Old Home Week

Exhibition, or any other Special Event. If so we have some money making lines for you.

Drop a post card, we will send a catalogue or a traveler to you promptly.

Pennants, Canes, Hat Bands, Badges, Buttons, etc., etc., etc.

Popular sellers at popular prices with good profits to you.

PUGH SPECIALTY CO., Limited

38-42 Clifford St., Toronto, Can.

THE FINE PRODUCTS OF BURROUGHS WELLCOME & CO.

'TABLOID' (Trade Mark)
'SOLOID' (Trade Mark)
'KEPLER' (Trade Mark)
'HAZELINE' (Trade Mark)
'WELLCOME' (Trade Mark)
'VAPOROLE' (Trade Mark)
'ELIXOID' (Trade Mark)
'ENULE' (Trade Mark)
'VALULE' (Trade Mark)
'VALOID' (Trade Mark)

The products bearing these trade marks are issued by Burroughs Wellcome & Co.

The sale of articles of other manufacture when these Brands are specified in ordering is an infringement and unlawful.

BURROUGHS WELLCOME & CO.
LONDON (ENG.)
MONTREAL: 101-109, CORISTINE BUILDING
NEW YORK: OFFICES AND EXHIBITION ROOM—35, 37 & 39, WEST THIRTY-THIRD STREET
SYDNEY CAPE TOWN MILAN
SHANGHAI BUENOS AIRES
BOMBAY

Full stocks are held at the Firm's Houses and the following Depots:—
TORONTO, ONT.: W. J. A. & H. Carnahan; Drug Trading Co.—LONDON, ONT.: Cairncross & Lawrence—WINNIPEG, MAN.: W. F. C. Braithwaite—VANCOUVER, B.C.: J. A. Tepoorten & Co.—CALGARY, ALBERTA: James Findlay Drug Co.

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SOUTHALL'S TOWELS

are made in a different way to any others of superior finish and material.

The only Sanitary Goods in Universal Demand.

Recommended by all leading Medical and Nursing Authorities.

Fullest details of Southall's Sanitary Specialties, including

Southall's Protective Aprons
Southall's Accouchment Sets
Southall's Accouchement Sheets

supplied by the Wholesale Drug Trade throughout Canada.

Southall Brothers & Barclay, Ltd.
Birmingham, England.

SAL HEPATICA

Small	size, per doz.,	$2.85
Medium	" "	5.70
Large	" "	11.40

GASTROGEN TABLETS

A Neutralizing Digestive

Per dozen small $ 5.70
Per dozen in 500's 34.00

$20.00 lots less 5 p.c. trade disc't
50.00 lots less 10 p.c. trade disc't
Terms, 5 p.c. 30 days.
Through Jobbers.

BRISTOL-MYERS CO.

Brooklyn New York

Canadian Agents
The LYMAN BROS & CO. Limited, Toronto
LYMANS, LIMITED, Montreal

PHARMACY IN GREAT BRITAIN

British Pharmaceutical Conference—The Law as to Adulteration—Deaths by Poisoning—Proprietary Medicines—Repetition of Prescriptions—White Pepper—Medicated Wines—Drug Market.

The fifty first annual meeting of the British Pharmaceutical Conference was held in the historic city of Chester from July 20th to 24th, and attracted a good average number of visitors. The scientific papers were quite up to the standard of previous years and the commercial discussions were of considerable utility. Mr. E. H. Farr, the President, who is one of our most industrious research workers, devoted his presidential address to an epitome of recent work on plant products. During the past fifteen years an unusual amount of work has been devoted to the study of the chemistry of plants and their products, and a great advance has been made in the direction of establishing the relationship existing between allied substances found in the same or different plants. Mr. Farr dealt with the results of this work in an address which should prove very useful.

* * * * *

A Bill has been introduced in the House of Commons to amend the various acts relating to the sale of foods and drugs, and although it is not likely to make progress during the present session of Parliament, it embodies provisions which sooner or later are bound to be considered. One amendment proposed to empower an inspector to take samples of articles in course of distribution and enter every warehouse, manufactory, store, or to examine goods. Another proposal is that a defendant charged with selling an adulterated article shall be entitled, by information duly laid by him, to have any other person from whom he purchased the article brought before the Court at the time appointed for hearing the charge. The Bill also proposes to set up an advisory committee for the purpose of advising and assisting the local Government Board and the Board of Agriculture and Fisheries in the execution of their powers under the Bill; the committee is to consist of fifteen persons of whom five are to be nominated by the Local Government Board, five to be elected by persons carrying on business as manufacturers or distributors of or dealers in any articles of food or drugs, and five to be elected by the members of the Association of Public Analysts and other bodies. One of the duties of this committee would be to advise the local Government Board in making regulations with respect to the fixing of standards and definitions of purity for articles of food.

* * * * *

From year to year the number of deaths due to poisoning in England and Wales is fairly constant amounting as a rule to rather over a thousand. From a bulky blue book which has just been issued it is to be noted that during the year 1912—the period with which the report deals—the number of accidental deaths due to poisons was 224, and the number of suicides by poison 546, while there were 280 deaths under anaesthetics, and poison was used by murderers in six cases. In the category of accidents the poison which caused the largest number of deaths was opium or its preparations or its derivatives, carbolic acid coming next with seventeen, and veronal next with twelve. In the category of suicides carbolic acid comes first with 88 cases; hydrochloric acid closely follows with 86, and then come oxalic acid with 84, opium, etc., 52, potassium cyanide 41, prussic acid 36, and ammonia 20. It would be very difficult to devise a means of preventing intended suicides from obtaining poisons, as it seems impossible to find a remedy for what is a very sad state of affairs.

* * * * *

Mr. Lloyd George's estimate of the effect of medical benefits under the Insurance Act upon the patent medicines stamp duty has not proved to be correct. He believed that with so much state doctoring there would be a big fall in the sale of proprietary medicines. Instead the sale has been fully maintained, the yield from the sale of medicine stamps being in fact considerably higher.

* * * *

The Government is considering what legislation is necessary to give effect to the provisions of the International Opium Convention, and in connection therewith the Under-Secretary for foreign affairs has asked the Council of the British Medical Association (a) whether in order to comply with the provisions of that convention it would be desirable and practicable to limit the sale to a private consumer of the substances mentioned in article 14 (opium, its derivatives and cocaine) to persons in receipt of a doctor's prescription; (b) whether, if so, it would be desirable and practicable to lay down that a doctor should state in his prescription the number of times for which it might be used, and that the compounder should, under penalty, be bound to comply with the limitation, and (c) in in the event of any such limitation being in the opinion of the Association possible and practicable, to be informed of its views as to the best method of

enforcing it. The reply of the Council is that the Association has long recognized the dangers arising from the ease with which persons in this country can obtain powerful drugs by means of a doctor's prescription, and that it is of opinion that legislation should be introduced to provide (1) that medical practitioners should state in their prescriptions the number of times for which these should be used; (2) that the compounder should, under penalty, be bound to comply with the limitation.

* * * *

An important judgment concerning white pepper has been delivered by the Blackburn Recorder. A London firm, Messrs. Stafford, Allen & Son, sought to have set aside a conviction under which they were fined for selling pepper not of the nature and quality demanded. The question was as to whether genuine white pepper should be a preparation containing not more than a certain percentage of the husk of pepper berry. The Blackburn Corporation had fixed the percentage at 2 per cent, the same principle applying both to the berry grated by the natives and by machinery at home, whereas the percentage in the sample purchased was said to be ten. The appellants submitted that pepper husks were a normal ingredient of white pepper, that there was no standard for the amount of husk in white pepper, and that it was impossible to determine with a sufficient certainty the amount of husk present in the sample. The Recorder allowed the appeal with costs.

* * * *

This month has been a very busy one in the law courts for cases of interest to pharmacists. The most important is a libel action brought by the proprietors of a medicated wine against the United Kingdom Alliance, a temperance organization. The case has lasted about a fortnight, and is still proceeding, but I will deal more fully with it when judgment is delivered.

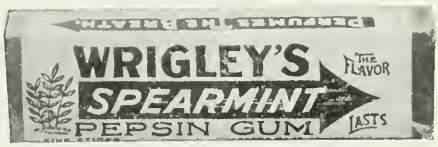
* * * *

Business in the drug market has again been very quiet with the exception of a heavy demand for such seasonable goods as citric and tartaric acids and cream of tartar. Cod liver oil has naturally been very quiet and the price tendency is easier. Santonin is again dearer, and there has been no confirmation of a rumor that the Russian Government will refuse to renew the wormseed monopoly held by the Turkestan Syndicate. Opium is a very firm market, and both Codeine and Morphine are higher on the month. Lower prices are expected for otto of roses in consequence of a much better crop in Bulgaria. Essence of lemon is dearer in consequence of the combined effects of the producers in Sicily.

Look Out for Imitation Spearmint Gum.

Wrigley Co. Obtains Injunction against "Fakes."

Druggists will be interested in the latest unfair trade decision handed down by the Supreme



Court of Ontario. The case is that of the permanent injunction granted to the Wm. Wrigley Jr. Co. Ltd., manufacturers of Wrigley's Spearmint Gum, against an imitator who has been using boxes and wrappers similar to the Wrigley design.

That these imitators "copied" the Wrigley Company's package to an extent calculated to deceive the public is shown by the accompanying reproductions of the genuine and the fake.

Wrigley's has been consistently and extensively advertised throughout Canada for some time and this advertising has created a demand that will not be satisfied with a cheap imitation. To those familiar with Wrigley's Spearmint the fakes are instantly apparent by their taste and mushy, granular consistency even when the package or wrapper is not observed. Wrigley's is popular because of its resilient body and smooth-chewing quality which the genuine chicle gives it, together with its real mint flavor that lasts.

Still Expanding.

We have noticed that notwithstanding the commercial depression, that the Toronto Pharmacal Company, Limited, are growing, and have taken out a new charter increasing their capitalization to $100,000 fully paid up.

The Directors are :—Harry Sherris, Charles D. Daniel, H. Sutherland, W. J. Greenshields, G. K. Quarrington.

Mr. Sherris and Mr. Daniel are still at the helm, and with their well-known ability and experience, together with the new blood recently introduced, continued prosperity is sure to follow.

Three other well known names are also noticed amongst the shareholders, that of Fred Poliwka, Manager of the Montreal branch; J. Cecil Agnew, Manager of the Winnipeg branch, and H. S. Roadhouse.

THE NEW NON-ROLLING ROUND NURSING BOTTLE

"IT" STANDS GOOD. "IT" LIES QUIET.

It is made in beautiful white flint glass, is handsome, and sells. Canadian trade supplied by the Richards Glass Co., Toronto, Canada, and lettered with your name if desired.

T. C. WHEATON CO.

Expert Bottle Blowers

N. Y. Office: 132 Nassau St. - MILLVILLE, N. J.

Stay at home while you study Pharmacy. We teach you by mail. We give you the same instruction that you get at college.

Our course is adapted to the individual needs of Canadian students who contemplate a change into the States or take Pharmacy board examinations. Hundreds testify to the great value of our course.

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The Ohio Institute of Pharmacy, Columbus, Ohio

Do You Want Window Letters or Any Kind of a Sign?

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J. E. RICHARDSON &CO., 147 Church St., TORONTO, ONT.

WILLIAM MATHER, LIMITED

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Manufacturers of Up-to-date Surgical and Pharmaceutical Plaisters of every variety

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Strengthening Capsicum and Belladonna of guaranteed B. P. and B. P. C. Strengths.

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OPTICS and OPHTHALMOLOGY

WITHIN REACH OF EVERY DRUGGIST

LISTEN!! OUR STAFF DOCTORS conduct a demonstration at your store, and advertise it far and wide. Bring Eye Sufferers and Optical Buyers. Teach you the sure safe methods, without loss of a single day. Build an optical practice worth thousands, which you are enabled to carry on.

WRITE TO-DAY. THIS SEASON'S BOOKING NEARLY COMPLETE.

ROYAL COLLEGE OF SCIENCE, West Queen St., TORONTO, CANADA

The Ideal Boss—Who Is He?

"Jerry, I wish you would take Bud along at noon to-day and go down to that factory in the next block to see if you can get half a bale of excelsior. We must get some and dye it green this afternoon sure. We should have done it two weeks ago. If you can't get it there, keep on going until you do get it. We must have it," said the Ideal Boss to his candy-maker the other morning.

"Yes, sir, I will. I'll get it at some place or other, Mr. Jenkins."

"And Jerry, if they've got more than one grade, get the finest; that is, I mean the finest in cut and texture, not necessarily the finest quality."

"Yes, sir, all right. Should I get the aniline or will you get it?"

"Well, you might as well get that, too, while you're at it. Get about fifteen cents worth in the drug store. Just ask for green aniline," said the boss.

Jerry took Bud along at noon and secured the excelsior and aniline, as the boss had instructed him to do. Shortly after lunch he dyed up the excelsior in the following manner:

He took an empty candy bucket and ran it about half full of hot water. Into this he placed a teaspoonful or a little less of the aniline crystals and stirred it up. Large sheets of express paper were then spread on the floor, the least used, so that the excelsior while drying would be in the way as little as possible. Jerry then found two sticks about two feet long to dip the excelsior with. He then proceeded to make "green grass."

As Bud would pull the excelsior apart Jerry would chuck it into the bucket, an armful at a time, and push it into the liquid with the sticks. He would then lift it from the liquid with the sticks and press it together so as to squeeze what water he could from it. He then threw it out onto the paper.

After dipping what excelsior they had in this manner they spread it as well as their space would permit. That night it was turned over and again the next morning. In a day and a half it was perfectly dry and would not rub off on anything.

Now this excelsior is the most important factor of the special display in Jenkins' store. It is used as a base for the windows, in the bottoms of show cases, and also to line baskets with, which are filled with eggs and rabbits or chickens.

"Ah-ha, you've got it all done, eh, Jerry?" said Mr. Jenkins, as he stepped into the shop after dinner, and stood admiring Jerry's job. "By golly, you've got a dandy shade on it this time; that's just right."

"Yes, sir, I think you can use it about day after tomorrow," replied Jerry.

"All right, Jerry. I'm just itching to get those windows fixed up."

"Yes, sir. I'll see if I can't get out some poached eggs before then, and some chocolate eggs, too."

"Good for you. I can use them," said the boss as he stepped out of the shop.

The next morning Jerry made a batch of fondant for the eggs. He placed in a kettle 30 pounds of sugar and 5 quarts of water. This was mixed up, set on the fire and brought to a boil. As it came to a boil the foreign matter forming on the surface was skimmed off, and eight pounds of glucose was then added to the batch and stirred in until it had dissolved. The kettle was then steamed down for about two or three minutes and after the cover was removed the sides of the kettle were washed down with a wet scrub brush. This batch was then cooked to 246 degrees and poured out onto a sprinkled slab. When lukewarm the batch was turned to a cream and before it had a chance to set and get hard it was softened up by both Jerry and Bud, who lit into it with their hands and kneaded it up until nice and smooth like dough. A piece about one-tenth of the batch was then colored orange to resemble the yolk of an egg. While the batch was being creamed it was flavored with vanilla extract.

In rolling up the cream for the eggs they would take a small piece of the yellow and roll it around and then fold some white cream around it. When these eggs had been dipped and were ready for the store they were stacked in pans, and one egg was cut in two and placed on top to show the center.

Out of this same batch of cream which Jerry had made for the centers, he made some poached eggs. He had first procured some four-inch and six-inch tin pie pans on which to place the eggs. He would take a piece of the yellow cream and roll it around, and then flatten it out, then he laid it on the pan. Two of these yolks were placed on each side of the four-inch pans and three on the six-inch pans. A piece of the white cream was then pulled out and flattened out as thin as possible about six inches in diameter and laid over the yolks in a careless sort of way to resemble as nearly as possible the real thing.

That afternoon Jerry was making opera cream and he took a little piece and colored it a reddish brown with red color and powdered cocoa. He then took this along with some plain white cream and laid it in thin layers in the corner of a caramel pan. This was to resemble the layers of fat and lean in a bacon. When sliced down straight strips were laid across the eggs and he had bacon and eggs. He was very careful in making each detail of this novelty.—The Confectioner's Journal.

THE
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Editorial.

The Convention.

Our object in issuing this number of our publication as a Pre-Convention number is not to attempt any display on our part, but it is done with the prime object of bringing as prominently as possible before the pharmacists of Canada an event in pharmacy which can be made of great value to them both as a corporate body and as individuals.

The Canadian Pharmaceutical Association is now a thoroughly established body, representing as it does the commercial and professional sides of Pharmacy in the Dominion, and as such is entitled not only to the passive support of all pharmacists but to their active co operation.

Those who have been instrumental in inaugurating the Association and making it what it is today are deserving of the best thanks of the craft as a whole, for their individual encouragement and help in still furthering and promoting the objects and aims of the Executive.

Conventions are rapidly becoming standardized into sober meetings for the transaction of important business, and at the coming Convention many important matters affecting Pharmacy will be brought forward, matters which concern the daily business life of all engaged in the business, and, therefore, it should be made the concern of many instead of the few.

The pharmacists of Canada know well how The Canadian Druggist has drummed away at the idea of the formation of a National body, and with the co-operation of others who also had the matter at heart, succeeded in bringing the Association into being, and we are still as keenly alive as ever to the actual necessity of an organized body to deal with matters affecting pharmacy in this country, and it is with the idea of stimulating still further interest and of making each individual pharmacist feel his responsibility that we appeal at this time for a large attendance and an active participation in the meetings of the Convention to be held in Winnipeg on August 17th and following days. The local committee have gone earnestly to work to make the Convention a success in so far as they are concerned, and the gathering promises to be one of the most enjoyable as well as profitable that has yet been held.

Let us all go in to it with an enthusiasm that ensures success, and the Convention of 1914 will be a record one in every respect—and our expectation is that our Post Convention issue will have to record an epoch maker in regard to pharmaceutical meetings in Canada.

When and Where.

When business is slack—when the output of the factory is accumulating—when future prospects justify the taking of orders on the strength of the incoming harvest—then advertise.

Where your advertisement is seen by the whole constituency you aim to cultivate—Where you are in company with the leading representative houses in the trade—.

Where you have an "established" medium—established in age, established in reputation as a business bringer, established as the representative organ of the drug trade in—and in this you no doubt recognize the Canadian Druggist. This is when and where to advertise.

Druggists and their Influence.

The thousands of retail druggists now actively engaged in business in Canada can, if they will, make their influence powerfully felt in matters of legislation, especially in anything affecting their own business interests.

All that is needed to wield this influence is unity of action as a body, with the added weight of personal work.

The work already accomplished by the Canadian Pharmaceutical Association is but an index of what can be done in the future as the Association continues with unabated energy to make itself felt wherever occasion requires it, and with the active backing of all the members of the craft the work which can be accomplished will prove not only the wisdom of the formation of this Dominion body, but will be increased in its value for the whole body of pharmacists in Canada.

The War and the Drug Market.

Our prices current which appear in this issue have been carefully corrected up to July 31, and the prices given are for small lots, it being understood that in many instances lower prices may be obtained by the purchaser of large quantities.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request

Canadian Factory and Offices at
9, 11, 13 Davenport Road, Toronto

S. S. Stafford's Inks

VICTORIA'S

Fine Tissue
Toilet Papers
Paper Towels
Unique
Wrappings and Twines
Always Give Satisfaction

Victoria Paper and Twine Co.
LIMITED
Toronto and Montreal

To the Drug Trade of Canada

WE ARE PLEASED TO ANNOUNCE

FRANK W. HORNER LIMITED

142 St. Urbain Street, MONTREAL, CAN.

AS OUR

CANADIAN DISTRIBUTORS

They are prepared to supply promptly the following of our specialties:

ERGOTOLE LAPACTIC PILLS MILK OF MAGNESIA
SAL LAXA LITHIATED SORGHUM COMPOUND SEDATOLE
PAN PEPTIC ELIXIR PILL PHOSPHORUS AMORPHOUS 1 gr.

These ethical preparations are now being extensively advertised and sampled to the medical profession of Canada.

You will doubtless receive prescriptions for them, and we trust you will be inclined to place at least a small quantity of each item in stock and thus be prepared to fill initial prescriptions or orders promptly.

Write FRANK W. HORNER LIMITED for literature and prices

SHARP & DOHME

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Laboratories—BALTIMORE General Offices—NEW YORK

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The prospect of a general European war has caused a distinct advance in the price of many drugs and chemicals, and we may look for an unsettled market for some time.

There is no doubt that not only the values but the volume of business will be materially affected should there be a general outbreak of hostilities, and careful buying and lessening of credits should be the rule.

It will be noticed that our "Prices Current" embraces a number of articles not usually listed, but which the retail druggist has frequent calls for and is sometimes at a loss to know the prices.

Our readers have, we are pleased to say, expressed great satisfaction at the help given them by the publication of these prices, and we make a point of keeping them up to date as nearly as possible.

Important.

On account of increased cost of importation, caused by warlike conditions, the wholesale drug houses have had to advance the price of all goods imported from abroad, viz., drugs, chemicals, perfumary, sundries, mineral waters, etc., twenty per cent., and will only accept orders for small quantities even at the higher figures. Only average stocks are held here, as no such conditions were expected, and if the war continues no foreign supplies will be available. Canadian and American goods are not affected for the present. No orders will be accepted except on approval, as the houses wish to oblige their customers as far as possible by a fair distribution of what they have.

World's Largest Glass Manufacturers to Open Plant at Halifax.

The firm of Pilkington Bros., Ltd., of St. Helens, Lancashire, England, the world's largest glass manufacturers, are said to have purchased five building lots on the east corner of Queen and Dundonald streets for a depot and Eastern Canada distributing center. It is not definitely known if the English company will build immediately on their new premises. This great British manufacturing concern is located in nearly every part of the world. In the British Islands they have large depots at London, Leeds, Bradford, Sheffield, Birmingham, Newcastle-on Tyne, Bristol, Glasgow, Nottingham, Manchester. On the continent they have depots at Paris, Naples, Rome, Hamburg, while in Australia their depot is at Melbourne, Wellington in New Zealand, Cape Town in South Africa, Buenos Ayres in South America, and in New York, Vancouver, Toronto and Montreal, Halifax being their latest aquisition.

Na-Dru-Co. Picnic.

On Saturday afternoon last the employees of the Toronto branch of the National Drug and Chemical Company of Canada, Ltd., on Wellington Street, and those of the Na-Dru-Co. factory on Phoebe Street, joined in celebrating their first annual picnic at Centre Island.

The cool breezes from the Bay and Lake produced exactly the right conditions for a perfect picnic day.

There were about two hundred employees and their friends present to take part in the splendid programme provided by the committee, of which Mr. H. F. McDermott was chairman, Mr. T. Rutherford, Secretary, and Miss E. Kinsler, treasurer.

Mr. W. F. Daniel was master of ceremonies, which was a sufficient guarantee that everything would be carried out with that precision of time and detail for which "Dan" is noted. Mr. T. G. Nutson performed the duties of clerk of the course in his own inimitable way; the General Manager of the branch, Mr. Henderson, officiated as umpire in the baseball match between the office and the warehouse; Mr. C. L. Bailey, of Jessops Steel Fame, who with Mr. F. C. Lalonde, of Parke, Davis & Co., were honored guests of the committee, acted as official starter. Mr. J. M. Dickson, Manager of the Na-Dru-Co. factory, was arbiter in the tug-o' war between the travelers and the factory.

The program was carried out without a hitch; every event was run off on schedule time and keenly contested. There was no hanging back; everyone from the youngest to the oldest entered heartily into the spirit of the occasion. Dull care was forgotten and "Fun" was King.

The events producing the most genuine interest and amusement were probably the ladies' 50-yards race, the ladies' walking race, and the fat mens' race. In the latter event the stalwarts of the company performed; the first and second prizes—a box of cigars each—were won by T.A. Henderson and Frank Brady respectively. (Frank said he knew the brand of the first prize "that's why he took second"). Davis won the Consolation— Carmichael and Daniels also ran.

At the conclusion of the program a group photo was taken of as many as could crowd within the radius of the camera.

While the various sporting events were being run off, the committee in charge of the tables had been busy, and about six o'clock the entire company sat down to a magnificent spread. A bevy of young men and maidens from every department vied with each other in their efforts to see that no one was overlooked. Daintily served sandwiches and cake, tea and coffee, ice creams of various hues and flavors, were there to tempt the palate alike of the ubiquitous messenger, or more dignified

NOTICE!

We have secured an injunction in the Supreme Court of Ontario against a manufacturer from selling chewing gum put up in packages tending to deceive the public into thinking it is THIS GENUINE :

Wrigley's Spearmint has been consistently and widely advertised throughout Canada. The public will instantly detect the fake upon trial, for it has not the resiliency and smooth-chewing quality of the genuine. Handle the real goods and insure steady sales !

Be Sure It's Wrigley's

Wm. Wrigley Jr. Co., Ltd., 7 Scott Street, Toronto

THE

CANADIAN DRUGGIST

is the

Best Advertising Medium

For Wholesale Druggists, Stationers and Manufacturers of Toilet Powders, Hair Brushes, Combs, Shaving and Fancy Soaps, Photographic Supplies, etc.

Send your copy in and give us a three months' trial.

THE CANADIAN DRUGGIST
TOONTO

Pure Medicinal Chemicals

In medicine "the best is none too good"; the

MALLINCKRODT CHEMICAL WORKS LTD.

St. Louis **Montreal** **New York**

are among the largest manufacturers of medicinal chemicals in the world.

"M. C. W." (Mallinckrodt) products are recognized as the highest standard of purity through the United States and Canada and other countries where they have been introduced.

"M. C. W." chemicals used in prescriptions, insure satisfaction to the physician, patient and dispenser.

"M. C. W." chemicals cost no more than other brands and should be given preference by careful discriminating pharmacists.

Price lists mailed free to any druggists desiring them.

traveler, to whom King Edward taverns and dining rooms on wheels were mere common places.

When the boards were cleared, the manager, Mr. Henderson, made a brief speech, thanking all for their attendance, and congratula ing the committee on this their first picnic, and rejoiced the hearts of all by saying that it would be an annual event. This announcement was received with hearty cheers.

The day's enjoyment was brought to a close with the presentation of the prizes by Mr. W. W. Bole, the Inspector of the company, who took the occasion to announce that plans were now completed and operations would commence in a few days on a magnificent new warehouse for the company in this city, at the corner of Beverley and Phoebe Sts., beside the Na-Dru-Co. factory. The new warehouse will be completed about the 1st of February next, and the suggestion of a housewarming at that time met with the hearty approval of all the employees.

The following is the program, with the names of the winners of each event :—

PROGRAMME.

1st. Baseball game, warehouse vs. office—Office won by score of 12-3.

2nd. Ladies' Race (50-yards)— 1st, Miss Strange ; 2nd, Miss L. Friend ; Consolation prize, Miss Kelly.

3rd. Men's Race (open, 100 yds.)—1st, T.Rutherford, 2nd, S. Steinburg ; Consolation prize, Mr. Griffith.

4th. Peanut Race, Ladies' (50 yds).—1st, Miss E. Friend ; 2nd, Miss Mitchell ; Consolation prize, Miss Strange.

5th Travelers' Race (100 yards)—1st Mr Nutson ; 2nd, Mr. Taylor ; Consolation prize, Mr. Clearihue.

6th. Coat Race, ladies and gentlemen—1st, D Wright and Miss E. Friend; 2nd, Mr. Griffith and Miss Strange ; Consolation prize, T. Rutherford and Miss Kelly.

7th. Married Mens' Race (100 yards)—1st, Mr. Fred Smith ; 2nd, Mr. Griffith ; Consolation prize, Mr. Passmore.

8th. National Derby—1st, Messrs. Steinburg and Mitchell ; 2nd, Messrs. Lee and Grant ; Consolation prize, Messrs. Duncan and Clark.

9th. Boys' Race, 18 years and under—1st, W. Dougherty ; 2nd, G. Sleeman ; Consolation prize, G. McCrome.

10th. Fat Mens' Race—1st, Mr. T. A. Henderson ; 2nd, Mr. Frank Brady ; Consolation prize, Mr. W. A. Davis.

11th. Three-legged Race—1st, Messrs. Rutherford and Wright ; 2nd, Messrs. Naylor and Stevens ; Consolation prize, Messrs. Steinburg and Mitchell.

12th. Relay Combination Race (100 yards, straight away)—1st, Miss Strange, Mr. Rutherford ; 2nd, Miss E. Friend, Mr. Wright ; Consolation prize, Miss L. Friend, Mr. Griffith.

13th. Ladies' Walking Race (heel and toe) — 1st, Miss Martin ; 2nd, Miss L. Friend ; Consolation prize, Miss Walker.

14th. Tug-o'-War, Travelers vs. Factory— The Travelers were victorious.

New Home of Victoria Paper and Twine Co., Limited.

On April 15th of this year the Victoria Paper and Twine Co., Ltd., formally took over from the contractors the Victoria building, their new quarters, situated at 439-441 Wellington St. west.

This new and substantial paper warehouse is the very latest of modern construction, and is built on the principles of s anding the heavy strain necessitated by the heavy stocks carried, also to give the best possible stock piling advantages and economics, and also shipping facilities for the prompt handling of their product.

Arrangements are made for a railway siding in the rear of the building for receiving and shipping carload quantities, and the smaller shipmen s will be handled from the front of the building, where three large steel rolling shipping doors are installed. Two large freight elevators, the most modern warehouse trucks and revolvators form part of the equipment.

The building has a frontage of fifty feet, with a depth of 210 feet, and it might be mentioned that the timbers used in this building are the largest ever brought into Toronto for a mill constructed stone and brick warehouse building. The floors are of Georgia Pine and Maple 5-in. in thickness.

The offices are on the first floor, finished in oak in attractive style with departments for salesmen, sample rooms, accounting and private offices. A private telephone exchange and pneumatic tubes for sending orders to shipping room will also be a feature of the equipment.

The manufacturing Department of this Company, Victoria Paper Goods Company, will also be installed in these new premises.

The new home has been badly needed for some years past, owing to cramped quarters, and the Directors look forward to a most successful business in these new quarters, giving their many friends and customers a greatly improved service and a large and complete range of unique and serviceable paper commodities of the best qualities obtainable.

YOU ARE WANTED IN

WINNIPEG

ON MONDAY, AUG. 17th, 1914

DON'T LET ANYTHING KEEP YOU AWAY

THE CANADIAN

PHARMACEUTICAL CONVENTION

WINNIPEG

The warehouse of the Stevens Companies in Winnipeg is centrally and conveniently situated at 396 Notre Dame Ave.

We would like you to use it for your convenience, where our telephone and office accommodation are entirely at your disposal.

We extend this invitation to all our druggist friends from the Atlantic to the Pacific.

THE STEVENS COMPANIES

396 Notre Dame Ave., Winnipeg, Man.

Toronto, Ont. Vancouver, B. C. London, Eng.

The "Sweet Babee" Nursing Bottle

Pat. May 3, 1910

The "Sweet Babee" Nursing Bottle is easily washed on inside and requires no funnel to fill. The nipple is made in one piece and will not collapse, may be turned inside out and is easily washed.

The "Sweet Babee" is of the right size and will fit all sterilizers Endorsed by doctors and nurses.

Bottles and Nipples	$2.50 per doz.
Extra Nipples only	1.50 per doz.
Extra Bottles only	1.00 per doz.

These prices apply to the Sweet Babee and Noneck Bottles and Nipples.

The "mico" Bottle Warmer

The "Smico" Bottle Warmer is an especially designed case, provided with Aluminum Top, in which any style of Nursing Bottle and Nipple may be placed, for keeping milk warm or cold, as desired. It will keep hot milk hot for cold milk cold for several hours. "Smico" Case is also a protection when traveling against breaking the nurser.

Price $2.50 per dozen.

The Noneck Nursing Bottle and Nipple

The Noneck Nursing Bottle is filled without a funnel and washed out on inside like a tumbler which make it hygienic in every respect. It is recommended by doctors and nurses. The nipple is reversible and without seams, which makes it easy to clean on the inside, and very hygienic.

MANUFACTURED ONLY BY

THE YANKEE CO., Utica, N.Y., U.S.A.

Canadian Agents: National Drug & Chemical Co.

HORLICK'S MALTED MILK TRADE M.M. MARK

DOES THE WORD

PROFIT

interest you? If so dispense at your Fountain

HORLICK'S MALTED MILK

The results are Satisfied Customers, Increased Trade, More Profits.

HORLICK

Advertised, Popularized and Created the demand for the Standard Soda Fountain Beverage

MALTED MILK

Attractive Advertising Matter on Request.

HORLICK'S MALTED MILK CO.

Racine, Wis., Montreal, Can.

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WHOLESALE buying agencies undertaken for all British and Continental goods, including

Books and Stationery, Boots, Shoes and Leather, Chemicals and Druggists' Sundries, China, Earthenware and Glassware, Cycles, Motor Cars and Accessories, Drapery, Millinery and Piece Goods, Fancy Goods and Perfumery, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Provisions and Oilmen's Stores, etc.

Commission 2½ per cent to 5 per cent Trade Discounts Allowed. Special Quotations on Demand. Sample Cases from $50 upwards. Consignments of Produce Sold on Account.

WILLIAM WILSON & SONS

(ESTABLISHED 1814)

25 Abchurch Lane, London, E.C.

Cable Address: "ANNUAIRE, LONDON."

Stationery and Fancy Goods

Parke, Davis & Co. Souvenirs.

Booklets, Souvenirs, Catalogues, etc., are very common these days, and the writer has no hesitation in saying that a large number of them are destined to the waste paper basket.

The souvenir recently issued by Parke Davis & Co. is a little different to the every day Souvenir one comes in contact with. The book is printed in colors, and from a typographical viewpoint it is a work of Art.

The idea of the Souvenir, as is mentioned on the third page, is to tell a few interesting things about this old-established house and its doings. Their offices and laboratories in Detroit occupy six city blocks, in other words, sixteen acres. The number of employees in Detroit is well over two thousand.

Besides the laboratory in Walkerville, which most of our readers know so well, there is a third laboratory in Aounslow, England, which supplies the European trade. Other branch houses are scattered practically all over the world.

In this booklet many important points are touched on, showing the magnitude of the Parke, Davis business. The illustrations, which comprise about 25 pages, are beautifully printed, and will give the reader a good idea of the great care and judgment which has been exercised both in the building and equipping of the laboratories and various buildings.

The Souvenir was specially gotten up for distribution to visitors, but this big-hearted firm will mail a copy free to any of the readers of the Canadian Druggist.

Salesmen as Allies.

What are the traveling representatives of our wholesale drug houses and other concerns, who cater for the trade of the retail druggist, doing towards creating an enthusiasm for the Canadian Pharmaceutical Association?

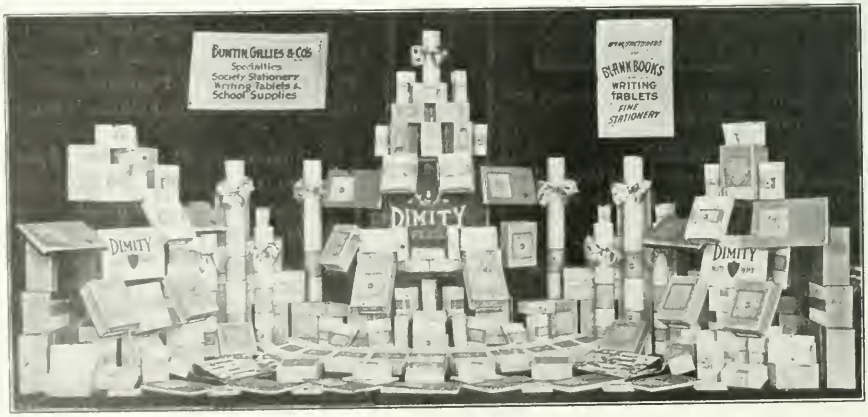
Are they promoting its interests by urging attendance at the Annual Convention?

Are they advising that Winnipeg be made the objective point for that holiday, and that the visit should be at the Convention date?

The Convention is for retail druggists, and if the Commercial Traveler shows his interest in the matter, it will prove helpful for himself by allying himself with the retail trade, and booming the Convention should be a part of the every day work of the salesman.

Displaying Stationery.

The show window is to-day the most important factor in retail store advertising. An idea of how stationery may be shown is illustrated here. This display is made up entirely of Dimity, which is perhaps the best known line of fine stationery in Canada. The display is built on Onken Interchangeable Units, and the whole effect is enhanced by dainty ribbon-tied rolls and show cards. The fall stationery trade means much to the dealer who avails himself of the many selling helps and suggestions which the manufacturer is always offering. Dimity stationery and Onken display fixtures are supplied to the trade by Buntin, Gillies Co., Ltd., Hamilton, Ontario.



The Dr. Miles Medical Co.

OFFERS

TO THE CANADIAN TRADE ITS
WELL KNOWN PREPARATIONS

NERVINE--HEART REMEDY
BLOOD PURIFIER--TONIC
ANTI-PAIN PILLS
NERVE and LIVER PILLS

ALL ARE PRICE PROTECTED.

All are satisfactory, both to the trade and the public.

In stock by all Wholesale Druggists.

For information or advertising, address

DR. MILES MEDICAL CO.

193 to 195 Spadina Ave.
TORONTO

NOTICE to DRUGGISTS

THIS QUANTITY OFFER ON

Mentholatum

Is open to you at all times through your Jobber

With 3 doz. Quantity, 1/3 doz. 25¢ **FREE**
" 6 " " 2/3 " " " and 5% Dis.
6 2/3 doz. costs $11.40, sells for $20.00
NET PROFIT $8.60, or 75%
50 CENT. SIZE COUNTS DOUBLE ON QUANTITY

RECOMMEND MENTHOLATUM

AT THIS SEASON FOR

INSECT BITES
HAY FEVER
SUNBURN
PILES
ALL INFLAMMATIONS
HEADACHE
POISON IVY

The Mentholatum Co., Bridgeburg, Ont.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded---Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully protected by patents

IT IS A MARVEL

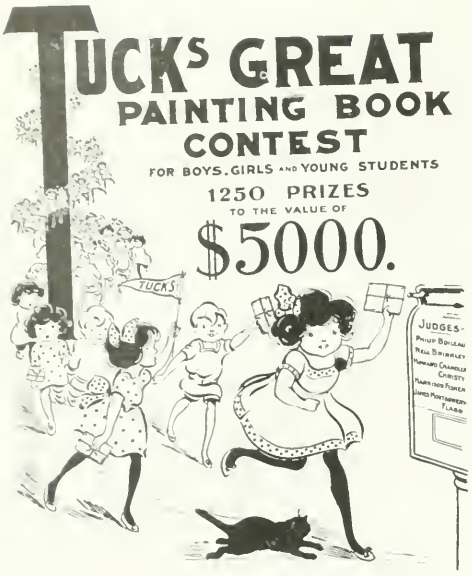
You can safely recommend it.

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY
Sole Proprietors
44 East 23rd St. New York

BRANCH OFFICES:
Paris, France - - - 42 Rue du Marche
London, England - 11 Queen Victoria Street
Sydney, N.S.W., Australia 416-418 George Street

All Jobbers Sell it



With a view to fostering a love of art and encouraging the study of colors, under pleasing conditions, twelve hundred and fifty prizes to the total value of $5,000 will be awarded to boys and girls, and young students in Canada and the United States who send in the best colored pictures in Tuck's Painting Books and Painting Albums.

Exhibits will be submitted to and prizes awarded by the following judges: Philip Boileau, Harrison Fisher, Nell Brinkley, Howard Chandley Christy, James Montague Flagg.

The contest is now open, and will remain open until December 31st, 1914.

For further particulars write to Raphael Tuck & Sons, 122 Fifth Ave., New York, or 9 17 St. Antoine St., Montreal.

You Want Them.

In their mid summer advertising to the medical profession, Parke, Davis & Co. are featuring a number of products that cannot fail to appeal to the great body of physicians who are reached through the medium of this company's varied promotion activities. The Adrenalin Solutions, Phylacogens, Taka-Diastase, Tablets of Bacillus Bulgaricus, Milk of Bismuth. These are among the preparations that are receiving attention. Druggists who want to share in the benefits that are certain to accrue from the company's extensive advertising of the products referred to should prepare at once to meet the demands of physicians.

Stick To It.

A good example of success brought about by persistent and well-directed effort is seen in the history of the Wilson Fly Pad business.

When in the year 1900 Mr. Archdale Wilson undertook to make a profitable business of this article its sale was comparatively small.

It required some courage to spend large sums in advertising goods that sell only four months in the year, in view of the fact that there were already dozens of cheap fly killers on the market, but having abundant faith in Wilson's fly pads manufacturers have advertised them well and persistently, in good seasons and in bad, at an ever increasing expense, and with most satisfactory results.

Watson's Cough Drops Still to the Front.

The Robert Watson Co., of Sorauren Ave., Toronto, have gained distinction for their high class goods. Watson's Cough Drops have been widely known for many years; they were first made in 1874, and have been on the market ever since. Besides their famous "R. W." cough drops, the Robert Watson Co. put up a splendid line of mints, acid fruit tablets, lozenges of all kinds and flavors, horehound tablets, acid drops, etc. For further particulars and prices send to Robert Watson & Co., 363 Sorauren Ave., Toronto.

The "Speed" is one of the new scribbler covers of Buntin, Gillies & Co., Limited, Hamilton, and is finding favor wherever shown. It is but one of

a new range of covers which go to make their line of school goods more attractive this year than ever.

Window Display.

A paper read at a meeting of the New York College of Pharmacy, by Chas. W. Holzhauer, President Pharmaceutical Association.

Along the line of commercial pharmacy, on which subject we have had three lectures this winter, it seems to me there is no more important feature to be considered than the proper display of goods. Our show windows offer, probably, the best medium for display that we have, and it is this feature of commercial pharmacy that I wish to discuss somewhat in detail to-night. Any store is judged largely by the character of its windows. You are attracted or repelled by its appearance. Merchandise, well arranged and attractively displayed, invites you to come in, and, on the other hand, dusty and poorly arranged goods will never attract anyone. Hot-water bottles in July and sunburn lotions in December will brand the merchant as careless and indifferent.

I am glad to see that our pharmaceutical journals, along with the strictly ethical phases of pharmacy, are devoting more attention to the merchandising end of the business, and are giving us articles which will help us to increase the profits of the business. Pharmacy may be a profession, but certainly as it exists to-day it is 90 per cent. commercial, and if one is to succeed he must consider this feature of the business. The ethical end is all very well, and every pharmacist should have training along this line, but in order to succeed he must put his business on a profit producing basis, and it can not be done solely on ethical lines. Unless one is employing a man for pharmaceutical work only, where the store is large enough to maintain a separate pharmaceutical and prescription department, of two candidates, one of whom is a good salesman and the other a man who has all the chemical reactions at his fingers' ends, choose the salesman if you expect to figure profits at the end of the year. I wish our colleges of pharmacy could incorporate in their curriculum at least one course on commercial pharmacy. A man graduating from our institution, unless he had had opportunity, during his college course, to get the training in some store, lacks the very things which are most essential to his success. I had the privilege of taking the course here in our college of pharmacy, and I am very glad indeed that I was able to have such an excellent pharmaceutical education. Since graduating I have been working in, I suppose, an average retail drug store, and I have had no occasion to make use of a very large part of the technical information I acquired here. But I have had occasion to acquire, through other means, knowledge as to bookkeeping methods, store management, display of goods, stock-keeping, handling of customers, and many other similar things, and it seems to me that a small part of the time spent at the college could very profitably be devoted to a consideration of things which a man encounters practically from the start.

THE IDEAL WINDOW.

Our show windows are the very best asset that we have—the cheapest and most efficient for advertising purposes. It is needless to say that if we are going to make good use of them they must be kept clean and attractive. The lighting of a window should also be considered. Dr. Elliot, some time ago, gave us an interesting lecture on window-lighting. There should be plenty of light thrown on the merchandise itself, but not a glaring light which dazzles the eyes of anyone looking into the window. If possible some means of ventilating should be provided. If this is not done the glass will frost in winter, the sun will thaw the ice and a considerable amount of water will flow onto the floor of the window, spoiling the display, and perhaps ruining the goods. In cases of this kind we have found that the current of air from a small electric fan will remedy the trouble. There should be plenty of electric outlets, both in the floor and in the sides of the window, and if I were constructing a new window I would include water and sewer connections. Artistic and unique displays can frequently be arranged with small fountains and scenic effects, and one man has gone so far as to have a sheet of water flowing over the glass of his window in summer to suggest the cooling effect of his soda.

Given such an ideal window as we have considered, the next question is the use of it in order to derive the largest amount of profit from it— what goods are to be displayed, and how frequently the window ought to be changed. Here to a large extent local conditions must govern. The character of the store, the class of people it is catering to, be met—all of these things have a bearing on the the tone of the neighborhood, the competition to question.

The drug store offers a fertile field for the choice of material for display. Probably no other line has so many items which lend themselves to attractive display, articles which the public needs every day. It carries goods appropriate to the needs of every season. Winter suggests cough syrups, cold and grippe tablets, chapped-hand lotions, hot-water bottles, etc. Spring at once suggests the tonics, sarsaparilla, sulphur and cream of tartar tablets, disinfectants, moth balls, house-cleaning preparations and others. In summer our customers need face lotions and cream, talcums, vacation requisites, foot remedies, corn cures. Autumn also has its seasonable articles. Besides the requirements which the seasons naturally suggest, there are innumerable articles and so-called "side lines" which can be displayed profitably at any season of the year: Stationery, photographic goods, confectionery, soda display, toilet articles,

bristle goods, and other lines too numerous to mention. In fact, it is not a question of what to display, but how to find time and space to display it all. There is one thing above all others which we should bear in mind when selecting goods for display. Only those lines and products of manufacturers which yield a satisfactory profit should be shown. Just because a firm may send you quantities of dummies, cutouts and signs to advertise his goods, but with no profit to the dealer, is no reason why we should use the best advertising medium we have for the display of such wares. It is only a very lazy or stupid man who will stimulate sales for an article which brings him no adequate return. If an outside concern wants the use of my window I expect them to pay for it just the same as they would pay for space in any publication, not necessarily in cash, but there must be reasonable compensation of some kind

AFTER THE "WHAT" THE "HOW"?

Having decided what goods we wish to display, we must now consider the manner in which they may be displayed to best advantage, and what accessories, signs, price-cards and other helps we can use. We have found it to be best as a general principle to show only one article, or at least kindred articles at a time. Someone has said that the average space of time that a passerby glances at a window is only a fraction of a second. If this be true it is an exceedingly short period of time in which to catch and hold his attention. He must get your story at a glance. He may see one article immediately, particularly if it is of good size and prominently displayed, and even though he may not require that article at just that moment, when he does require it he remembers having seen it in your window. As a rule a dozen different articles strewn about fail to elicit, except under extraordinary circumstances, any special attention. But only one article or class of merchandise, particularly if there be a goodly quantity of it, usually makes an impression on the mind of the passerby. If the articles themselves are small, as in the case of tooth brushes, combs or hair brushes, small bottles or jars, we have found it to be a good plan to have large duplicates of these made. An expert wood turner will duplicate almost anything for you and at no great cost. In a large window five gross of tooth brushes may seem lost, but a single tooth brush six feet long hanging in the center of the window, with only one gross of the brushes will give an impressive display. On the other hand, a very large quantity of goods of one kind will frequently give the impression that you are doing a large business in this article, that your stock is extensive and fresh, and your assortment complete.

The price of an article should always be prominently displayed upon the goods, and as a rule we have found it to be a good plan to have one large sign in the center of the window, supplemented by smaller reading signs in other parts. Our favorite material for the main sign is parchment paper. It is effective in the daytime and particularly so at night when the light shines through it. The paper can easily be lettered, is not expensive, and occupies very little space when stored for future use. For the floor of the window, and sometimes the sides too, good effects may be obtained with crepe paper, but for general use we prefer a material called silkolene. Its cost is about 12 cents a yard, it is pliable, lends itself readily to graceful and effective folds, can be washed, dyed and used again and again. Besides the usual glass shelves and unit fixtures which the fixture firms supply, we have found forms made of light wood in the shapes of circles, crescents, triangles, etc., to be useful accessories. These are covered with silkolene and the goods attached to them. Whisk brooms, bristle goods in general, razors and numerous other articles look well when displayed in this manner. Potted plants and artificial flowers suitable to the season will add much to the attractiveness of any display. In planning a display, a selection of harmonious and pleasing colors is essential. For instance, avoid a combination of red and pink or similar incongruous mixtures.

MECHANICAL DEVICES AS ADJUNCTS.

A feature which never fails to lend attractiveness to any display is the addition of some mechanical appliance. If the expense warrants it, a number of moving devices can be planned and executed by any mechanic. We have used with good success a revolving wheel. We had a wheel made of wood, about five feet in diameter, which was connected by gears to an electric motor. On the face of the wheel we attached the merchandise which was to be displayed, and the effect of many daintily trimmed candy boxes revolving never failed to attract attention. Another device which we have used successfully and which we obtained from an electrical house is a machine which, through a revolving magnet, causes articles upon a glass plate to glide mysteriously over the surface of the plate. Novelties of this character will soon pay for themselves and will well repay any man for the time and expense which they involve, and mark the store as an up-to-date and "going" establishment. I do not know whether or not you are familiar with the fact that there are firms who make a business of supplying accessories for window trimming. They will get anything up in the way of special backgrounds or scenic effects in any size or color scheme desired. Panels, curtains, columns; in fact, almost anything can be obtained from these firms. Another service we have found to be of value is the

(Continued on page 491)

Window Display.

(Continued from page 482)

use of original photographs in illustrating the origin, processes of manufacture, and complete history of the merchandise on display. Such a service is provided by Underwood & Underwood, who can supply almost anything in the way of photographs from all parts of the world. In order to stimulate our sales of coffee-soda at the fountain we recently arranged a display illustrating the coffee industry. We aimed to show how coffee grows, the picking and drying of the beans, how it is packed, and how it looks when it gets to market. To do this we obtained from our coffee dealer a branch from a coffee tree showing the beans as they grow in their native soil. He also supplied us with samples of the beans in various stages of development together with four or five large sacks of coffee as it is received in this country. To supplement this we obtained photographs showing coffee plantations, the pickers at work, and the packing of the coffee for market. People are usually interested in learning about industries, and a display of this character, besides being educational, will increase the demand for the article.

As to the frequency with which windows should be changed, here again local conditions and the results obtained will largely govern. As a rule, from a week to ten days ought to be the limit for one display, unless some unusual circumstance makes a longer period advisable. If goods are allowed to remain in a window much longer than this they are apt to become soiled and unsightly—a condition to be avoided. More frequent changes are often desirable. Our custom is to devote one of our windows every Saturday to the display of special candy.

It ought to be the business of one person to look after the display window, and plans should be made some time in advance as to what is to go into the window on a certain date. It is well to keep a regular calendar for this purpose so that the goods, signs, price cards, etc., can be ready for use after the old display has been removed and the window thoroughly cleaned. The time, effort and expense involved in window display work will amply repay in dollars and cents anyone who will devote the time to it.

The drug store of to-day is really a miniature department store, and if it is to be successful it must be conducted on the same lines. Let the druggist come out from behind the prescription case, devote more time to the display of his goods, both in the windows and the store; study salesmanship and the service which his store is rendering, and there will be less complaint about hard times and poor profits in the business.

Having selected the material for our window display, and arranged it attractively, let us say the passerby has been lured inro the store: the next step to consummate a sale must be efficient and intelligent salesmanship. The window has done all that it can do when it has brought the customer into the store. If it is to produce the very best results the man behind the counter must display a knowledge of the article itself in order that he may explain its good points to the prospective purchaser, and he need not confine himself to the article asked for. Diplomatic suggestion will sell many goods. Along with the sale of a tooth brush, tooth powders and pastes should be shown. With a hair brush a comb suggests itself. Better quality goods than those on exhibition in the window should be shown along with the advertised article, and very frequently the higher priced goods will be sold. We have made a feature of tooth brushes at two for a quarter, and they were good value at this price, but invariably when we had a sale of these brushes we also increased our sales of the higher priced brushes.

By all means give careful thought and attention to your window displays. It will pay and pay well. If you do not, you will miss a large share of the profit which is a legitimate part of your business.

Sharp & Dohme Open Canadian Depot.

Messrs. Sharp & Dohme, manufacturing chemists, of Baltimore, have recently appointed Frank W. Horner, 142 St. Urbain St., Montreal, as distributing agent in Canada.

It will now be possible for wholesale and retail druggists, also physicians, to get their supplies from the Canadian depot.

Sharp & Dohme's goods are extensively sold throughout the continent, and there are few druggists who are not familiar with their Ergotole, Lapactic Pills, Lithiated Sorghum Comp., Milk of Magnesia, Sal Laxa, etc.

Send for pamphlet describing the above goods to Sharp & Dohme, Baltimore, or Frank W. Horner, 142 St. Urbain St., Montreal.

Three Generations Have Used Wilson's Fly Pads

The third generation of housekeepers is now using Wilson's Fly Pads. In the meantime many dozens of fly killers have lived and died, but the sale of the old reliable Wilson's Fly Pads increases steadily.

Optical Department

Optical Department in the Drug Store.

Copyrighted by the Royal College of Optics.

THE EYE AN INTRICATE ORGAN.

The manifold intricacies of the human eye and its power of transmitting millions of images to be indelibly fixed in the recesses of the brain in rapid succession calls upon the nerve energization to excess, if any defect or deviation from the normal exists. Yet the correct one of thousands of possible formulas necessary to neutralize, harmonize and restore the faulty membrane to health requires a knowledge of Anatomy, Physiology, Pathology, Light Refraction and practical instruction at the hands of authoritative instructors capable of imparting information at almost priceless value.

The Royal College of Science has the most complete equipment for examination and diagnosis, and a staff of instructors that are prominent in the various branches of optical, ophthalmic, orthophorotonic and pathological work and students are themselves surprised at the rapid progress made and clearness with which the various conditions are demonstrated. They learn so easily, and yet so surely, that abnormalition of the eye can be diagnosed, not only as to kind and degree, but the extent of the damage marked without peradventure, and not only this, but the eye can be just as surely corrected, and not infrequently a large proportion, if not all, of the damage removed, if skilled attention is sought in time.

Not all professions are built upon such solid principles as that of the Ophthalmic Doctor, and the man or woman who wishes to take a place in the enviable ranks of this wonderfully fascinating and money making profession can now enter under the most favorable conditions.

A PRACTICAL COURSE.

Most professions require a student to devote three to seven years of hard application in grinding in knowledge, much of which is never utilized in practice. They also require such a standard of preliminary education that only the favored few can enter. Neither of these conditions prevail at present in this new science. The work is made practical; unnecessary technicalities are removed. The way is open for those who wish to advance in knowledge and attain their greatest hopes. Correspondence and Attendance Courses are given and a few months instead of years is sufficient to enable a student to master enough of the science to engage in the work with profit and satisfaction to himself and his patrons.

There is no need to devote years of your time to learn a profession that is at present overcrowded, and in which the way of progress is difficult and impossible to some. Money, social position and wealth await those in the field who diligently pursue the practice of Ophthalmic Science and restore the blessing of sight and health to their patrons and patients. The great structore work of this Noble Profession has been reared on a sure and safe foundation. Ways have been found to enable every graduate to carry relief and permanent improvement to the army of sufferers without number. The College has by affiliation special privileges from the Government for the teaching of this wonderful science in all its completeness, and they that enter now reap the greatest reward.

FACULTY.

They have been most careful in the selection of a staff of teachers. Men and women of exceptional training as instructors have been chosen. Graduates in Medicine, Surgery, Ophthalmology, Electro Therapeutics and Massage assist the students in all the branches of the work, whether taken by correspondence or attendance, and the demonstrations, lectures and clinics given at the College are the best obtainable anywhere.

They are teaching Ophthalmology in such a thorough and practical way that students are themselves surprised at the rapid progress made in a field of labor usually considered so difficult and inaccessible to the average aspirant to this inviting vocation.

Class-room and clinical tickets are issued to all attendance students, and those taking the Correspondence Courses, who afterwards find time or desire to attend the school, receive full credit for the amount paid for the Correspondence Courses.

All students obtain a life membership, and can apply to the College at any time for advice, and the assistance of the staff on any subject of special interest relative to the Course.

Nothing to Buy.

Care has been exercised in the preparation of both the Correspondence and Attendance Courses to treat every phase of the work in such a comprehensive and lucid manner that everything necessary to a complete training would be supplied in the course itself. No text-books, charts, manikins or literature of any kind is needed outside of the prepared outfit and lectures you get from the school in all their completeness. Students in India, Egypt, China, and Australia receive their course by mail for the

New York Pharmacal Association's
PREPARATIONS

Lactopeptine Powder (oz. bots.) Lactopeptine Powder (½ lb. bots) Lactopeptine Tablets
Lactopeptine Elixir, Plain Lactopeptine Elixir, Bismuth
Lactopeptine Elixir, Iron, Quinine and Strychnia
Lactopeptine Elixir, Gentian and Chloride of Iron

Arlington Chemical Co.'s Preparations

Beef Peptonoids (Powder) Peptonoids, Iron and Wine
Liquid Peptonoids
Liquid Peptonoids with Coca Liquid Peptonoids with Creosote
Phosphagon

Palisade Manufacturing Company's
PREPARATIONS

Borolyptol Velvet Skin Soap Hemaboloids
Kola-Cardinette Velvet Skin Powder

R. L. GIBSON, General Agent
88 WELLINGTON STREET W., TORONTO.

LARGE PROFITS
are derived from the sale of
PHOTO SUPPLIES

THERE is a constant and increasing demand, and Druggirts are the logical dealers. The initial investment is not large, and repeat orders placed with us are filled the same day they are received.

VULCAN FILM and PLATES
ARGO --"NO-TROUBLE"-- PAPER
PHOTO-PURE CHEMICALS
These supplies sell themselves.

Write for our proposition; We will show exactly how much you should buy and the percent of profits on all goods.

DEFENDER PHOTO SUPPLY CO. INC.
102 Stair Bldg. Toronto

MAJOR'S CEMENT

has been mending China, Glassware, Vases, etc., etc. for nearly 40 years. Every druggist should stock it.

D. WATSON & CO.
Montreal, Que.

CREDIT MEN

Should see that their firm's travelers are provided with

The New Revised Canada Reference Book
Now ready for delivery.

Also turn over your delinquent accounts to our Collection Department.

R. G. DUN & CO.
70 Bay Street

WHAT ARE YOU WORTH?

A man is worth what he can do—Nothing more. Think it over. Your conclusion may influence your future business policy. Face it squarely. Does it pay to have your own individual line of goods "Hall-Marked" with your personality "Hall-Marked" with your business reputation and standing in the community or some other line not your own? Think it over. Face it squarely.

Is the Toronto Pharmacal Company, with its experience and equipment, qualified to put up that line for you? Think it over. Face it squarely.

THE TORONTO PHARMACAL CO. LIMITED
TORONTO MONTREAL WINNIPEG

same cost as those at close range. The postage is prepaid on all matters of the course mailed from the school. You pay postage only on matter coming to the College.

Location.

The College is convenient to an excellent street car service to and from all parts of this large and growing city, and the Public Library, Hospitals, numerous Clinics, Missions, Dispensaries, and charitable institutions are convenient and afford excellent opportunity for side helps, provide clinical material in abundance, and give the student unlimited opportunity for the greatest possible acquisition of knowledge.

FACIAL MEASUREMENTS.

Facial measurements are taken in the metric system and indicated m.m.s. The patient's face should be erect and the eyes directed straight ahead and looking at a distant object.

The first measurement is the interpupillary distance, the distance from the centre of the pupil in one eye to the centre of the opposite. It is taken with the metric tape across the face, and noting the distance from the outer angle of the iris on one eye to the inner angle of the iris on the opposite. Height of bridge is made by holding tape in position for taking the interpupillary distance. The height of bridge may also be ascertained by making sure that the tape is drawn straight across, that is neither up nor down and just resting in the crest of the nose, where the spectacle bridge will set and noting the distance up or down from bottom edge of tape to the centre of the pupil. Almost any thin straight edge such as a rule will answer for this purpose.

Projection of bridge forward or back is found by holding tape across crest of nose with one edge resting on it and the other projecting outward, and note the distance forward or back of inner edge from eye lashes, being sure to have lens clear the lashes. The bridge may project or recede 1, 2 or 3 millimeters as the case may be, and is marked plus or minus accordingly. The lashes should be allowed to come almost in contact with the lenses.

In orientals the crest of the nose is usually back, and if so, to the extent of 2 or 3 millimeters. It is generally advisable to put up a spectaclet style that is an eye glass bridge with the temples over the ears. Width of bridge at the top and bottom of crest corresponds to the width from one side of the nose to the other at points corresponding to a position taken at top and bottom of eye-glass guards. The measurements are taken by holding tape across bridge and noting distance from side to side correspondingly to those positions. If the measurements are well taken it will generally be found that the finger-piece, shuron and regal style of bridge with guards to correspond to the measurements at top and bottom will fit nicely.

The base of the saddle bridge will correspond to a measurement equal distance between the top and bottom of crest. If the top of crest was 16 millimeters and bottom of crest 20 millimeters a shuron or regal bridge would require to be 18 millimeters from inside of one shank to the inside of the other to get about the right measurement and a comfortable fit. The temple width, which is the distance between the temples 25 centimeters back of the position taken by joints of the spectacle, is measured by holding the tape across face and looking over it, first on one side and then on the other.

EAR. Ear is the distance from the joint to where the temples bend at top of ear, and the full length of temple should be 25 to 30 millimeters longer than this.

My-cocall, Toric and deep concave lenses can be fitted closer to the face on account of the concavity allowing extra space for the sweep of the lashes.

LENS SIZES AND MOUNTING.

LENS SIZES. Lenses are made in sizes, 3, 2, 1, 0, 00, 000, 0000, and jumbo, and are made both insert and rimless style. The 3 eye is the smallest and the jumbo the largest.

The rimless are slightly larger than corresponding numbers in the bevel or insert variety.

Insert lenses in the smaller sizes are usually fitted for children and also frequently for presbyopia.

Rimless are almost universally used for the correction of defects for distant vision. Lenses are usually drilled on the centre lines, but for patients with very high bridge they may be drilled one, two or even three millimeters up as this allows of the lenses fitting lower on the face of an easier adjustment. The hole for cord is usually drilled below centre but gives a fairly good appearance if drilled on centre, and this also makes the lenses serviceable for adding temples if they are afterwards desired. The numbers 3, 2 and 1 eye are used for children and people with very small features, and the larger sizes for adults and people with large features.

The 00 eye rimless are in general use for persons with interpupillary distance of over sixty millimeters, but if the nose is wide and temples narrow, an 0 eye and in some cases a 1 eye is desirable.

The actual facial measurement should be taken, and a record made in all cases and followed closely in prescribing for distant vision. It is well, however, to narrow the interpupillary distance 4 to 6 millimeters, and raise the bridge about 4 or 5 millimeters for reading.

In all cases of astigmatism and cases requiring a correction for Heterophoria the riding bow spectacles or straight temples are preferred, and may be made with or without rims as desired.

It will sometimes be necessary to put up Cylindrical or compound lenses in eye glasses, and if so, use a shuron, regal dainty or solid bridge finger piece style,

making sure in all cases when glasses are supplied that the guard conforms to the contour of the nose in all parts of contact, and when they are fitted there is slightly greater pressure at the top than at the bottom.

Guards are made in hundreds of styles, but the fox, anchor, sanitary, wide shell and regal are among the best, and more satisfaction is obtained by careful fitting from a small stock than by a multiplicity of guards and careless fitting from a large one. Have the guard fit as well up to the back of the nose as possible and be sure to see that the back of guard is not too far behind the back plane of the lens or it will have a tendency to allow the glasses to project too far and topple over. Usually guards should be a little closer at the top than at the bottom to bring the lens as close to the eye as the lashes will permit.

Never fit a great heavy large lens in eye glasses for a person with a narrow nose, and in all cases it is advisable to keep the weight down as much as possible to obtain an artistic effect and comfortable results.

The studs are made in different lengths, AA, A, B, C, and D; the AA have no shank and A a short shank, and B is the regular style in use; the C and D are extended shanks, suitable for very wide pupils, but it is well to avoid their use as much as possible, and it is sometimes better to give a larger lens than an extended shank. Shanks are also made offset for patients with a prominent nose and short lashes, and inset for those with receding nose and full long lashes.

If care is taken in selecting guards usually the regular guard with B studs will apply, as the guards are adjustable to a great number of positions and the wide shell, anchor and sanitary are amongst the most serviceable, and give considerable latitude in their adjustment.

Glasses should be fitted for distance so that the centre of lens is in front of the centre of the eye. This is particularly important with strong spherical and compound lenses.

A correction, although fitted for distant, is not infrequently used for close work as well; and this is taken into consideration in writing prescriptions to allow the lenses to be a little closer together than the centre of the eyes and a trifle lower, as the patient looks down more than on the level. If either plus or minus cylinders are fitted axis 180 for distant vision, it makes no material difference whether they center a little wider or narrower than the actual interpupillary distance as far as the optical correctness of fitting is concerned, and in a similar manner if the axes are vertical they may be allowed a little latitude in that direction without interfering with the optical centre.

In all other cases care should be taken to fit exact and follow the rules given. For fitting cases of presbyopia a grab-front is sometimes used instead of the bifocal style. They hook on conveniently in front of the riding bow frame or rimless glasses, and when applied should have a slightly narrower interpupillary distance than the interpupillary distance of the correction for distance.

In applying corrections for deep defects exercise extreme care, not only as to the position of the lenses, but also have the mountings made of a firm, strong material to insure their maintenance in the proper position.

If very strong concave or convex lenses are required they may be made in the lenticular form. In concave lenses this is done after the lenses have been formed by regrinding the surfaces, bringing the outer portions where they would ordinarily be very thick down to a thickness of from 2 to 4 millimeters.

This will limit the field of vision somewhat, but if the lenses are ground bi-concave, as is the usual custom, in strong minus lenses, the field will generally not extend to more than 20 or 22 millimeters, and the lenticular form will allow of the use of almost the entire amount avoidable in any case. Strong convex lenses are also made in the lenticular form by grinding one lens plano or periscopic convex and another smaller and circular convex lens, the curvature of one side of which will exactly conform to the curvature of one side of the distant lens and cement the smaller into the larger. This gives a good range of vision and enables a correction to be made in a fairly light and attractive form.

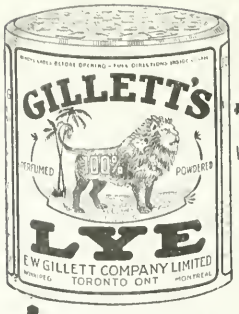
Some Chocolate History.

The bean of the Theobroma cocoa, or "Food for the Gods," was at one time used as a means of currency, royal revenues being raised from it and tribute paid it. The 400th anniversary of the introduction of chocolate into Europe is to be celebrated this year, for it was in 1513 that a small consignment was taken from Mexico to Spain where it was highly appreciated. The cocoa bean had been very much used by the Aztecs, who prepared from it a beverage which they called chocolate. According to Mexican mythology, in the sacred tradition of the Indians, mankind was indebted for its introduction to the Divine Providence, and the tree was one of the few growing in Eden the Blessed.

The Emperor Montezuma is recorded to have taken no other beverage than chocolate, flavored with vanilla or spice. This was partaken of in golden goblets, with spoons of the same metal, or in tortoise shell cups. When the royal thirst had been slaked, the goblets were thrown into the lake surrounding the palace. That this tradition had some considerable basis of fact is shown by the discovery, at the conquest of Mexico, of a large number of these goblets, among a vast quantity of other treasure.

A companion of Cortez describes a feast of Montezuma a which 50 jars of cocoa were brought in and drunk. For some years after its introduction into Europe the Spaniards kept secret the method of preparing chocolate. In 1606, however, one Antonio Carletti, an Italian, who had lived in Spain, divulged the secret to his countrymen. After that the use of chocolate as a beverage spread freely through Europe, though early in the third decade of the 17th century a book was written condemning its use as being largely responsible for the committal of many excesses. This idea, in deed, was prevalent for a long time.

The earliest record of its introduction into England is a notice in the public Advertiser of June 16, 1657, which states that the "excellent West Indian drink called chocolate is on sale at a Frenchman's house in Queen's Head Alley, Bishopsgate street."—Ex.



Gillett's Lye Cleanses.

It cleans thoroughly whether the dirt is visible or invisible.

Millions of people use it every day.

Sold by the best Druggists everywhere.

If your wholesale house will not supply you at list prices, send order to us, and we will ship goods direct.

Two other lines

Gillett's Caustic Soda.
Gillett's Cream Tartar.
(Chemically Pure).

E.W. GILLETT COMPANY LIMITED
WINNIPEG TORONTO, ONT. MONTREAL

MY CREED

I BELIEVE in Winnipeg, I love her as my home; I honor her Institutions: I rejoice in the abundance of her resources: I have unbounded confidence in the ability and enterprise of her people, and I cherish exalted ideas of her destiny among cities of the Dominion.

Anything that is produced in Winnipeg will always have first call with me.

International Peace Tatoo.

The big musical number at the Canadian National Exhibition this year will be the International Peace Tatoo. Ten bands, a total of 400 musicians, will take part in it, and it will be in itself a celebration of the hundred years of Peace between Britain and the United States. The bands will wear the uniforms of a hundred years ago, and in their countermarching will play the patriotic airs handed down to us by our forefathers. Dr. Williams, of the Grenadier Guards, will be the conductor.

TANGLEFOOT

The Sanitary Fly Destroyer---Non-Poisonous

Gets 50,000,000,000 flies a year--vastly more than all other means combined. Poisons are dangerous

"Edelweiss"

Is the name of a plant or small white flower which grows only in the Alps and the Pyrenees, at a great altitude, in situations difficult of access. Edelweiss is much sought after by Alpine travelers and mountain climbers. The quality and temper of the "Edelweiss" Razors are also very difficult to attain.

None but the most skillful workmen treat this Razor during the process of manufacture.

The finished "Edelweiss" Razor is in quality as much above the ordinary Razors as the Edelweiss Flower grows above other flowers.

McGILL CUTLERY CO. REG'D, P.O. Box 580, MONTREAL

COWAN'S

LIQ. AMMON. FORT.

PURE

Agreeing Fully with all the Requirements of the B. P.

See that every Winchester carries our Signature
JOHN COWAN COMPANY, LIMITED

GLYCERINE, C.P., in cans and drums
BORIC. ACID, Merck and English
CARB. AMMON. 5 lb. and 10 lb. cans, kegs and casks
CHLOR. AMMON., kegs and casks

JOHN COWAN COMPANY, Limited
3 DALHOUSIE STREET
MONTREAL

Official Catalogue
Open Air Horse Parade and Show
Queen's Park, Toronto

ROYAL COMPO
FOR HARNESS

Endorsed as the best Polish for the protection of Harness. If you are not a horse owner, try

ROYAL SHOE COMPO
Ten Cents, Black or Tan. Try It.

SELL ALSO
Scott's Arabian Paste
CURES ALL SORES
SOLE AGENT FOR CANADA
H. F. FALKINER
TORONTO - - ONTARIO

Read What Our Subscribers Say About the Canadian Druggist.

An Interesting Letter from One of Our Oldest Subscribers.

Guelph, Ontario.

The Canadian Druggist,
Dineen Building, Toronto.

Dear Sirs,—I have your letter of the 26th ult., and am quite in sympathy with the position you take in regard to the discontinuance of free copies of your journal. I think your proposal is in accord with sound business policy. I have pleasure in enclosing you $2 in payment of the bill enclosed.

While I am a subscriber to many drug journals, and could get along without several of them, I feel I must at present support the Canadian Druggist. It will be necessary, in the course of time, to revise my list, and I quite expect your journal, on its merits, will command a continuance of my support.

With best wishes for your continued prosperity.

Yours very truly,
A. S.

Winnipeg, Man., July 21, '11.

The Canadian Druggist, Dineen Building,
Toronto, Ontario.

Gentlemen,—The Local Executive of the C. Ph. A. wish to acknowledge the hearty co-operation extended through the columns of your valuable journal, in promoting the interest and enlivening the enthusiasm in the forthcoming convention. The value of the Drug Journal to the trade cannot be estimated, and the willingness of the Pharmaceutical Press to co-operate with all movements for the advancement of affairs in Pharmacy is a fact very well known, and in this particular the Canadian Druggist has always maintained a place well in the vanguard.

We appreciate the general interest taken, and while we realize that our remittance is not in proportion with your usual advertising rates, at the same time we feel assured of your willingness to co-operate with us in this extent without consideration of the monetary aspect in itself.

With very many thanks for your hearty and generous support, I remain

Yours very truly,
C. W. CAMPBELL,
Secretary Local Executive.

---

85 Montroyal Ave., Room 5,
Sterling Building, Montreal.

Dear Sirs,—Your letter received. I was waiting for the bill to pay for your esteemed journal. I did not know what was due. Please find here enclosed $2.

Yours truly,
A. D. DEL VECCHIO, M.D.

August Drug Report.

Business through the month has been on the quiet side. Values, notwithstanding the depression in general business, have been mostly of an upward turn. This feature is more pronounced now on account of the uncertainty regarding supplies, coming from the far East.

The general financial position is very unsettled, as no such conditions as exist at the present time have been experienced since the Crimean War. If the war continues no prediction can be made as to the result, not only of prices, which will all tend very much higher, but the more serious question as to whether goods can be obtained at all. Our thought in the matter is that it will be well for all druggists to keep well stocked up with staples, as the probabilities are that articles, particularly like Saltpetre, Epsom Salts, Camphor, Glycerin, Carbolic Acid, etc., are more likely to be higher than lower, if they can be had at all.

Carbolic acid, at the present time, is about 5c. per pound higher. Cocaine, Morphia Salts, Opium, Saltpetre, Thymol, Belladonna Leaves, Codeia, Chloral Hydrate, Camphor, have all been marked at any price, and no larger quantities have been offered, even at the advance.

The complete Price Lists in this present number contain all the changes up to date, but these figures are subject to change without notice at any time.

"Laxamel."

"Laxamel" presents "Paroleine" combined with a base which renders it acceptable to those who find difficulty in the ingestion of liquid paraffins, and is of particular value in the treatment of the large group of cases of constipation dependent upon deficiency of lubricating material in the bowel. It is well adapted to modify the consistency of dry, hardened foecal material, and to assist in its evacuation. It can be given to delicate patients, without giving rise to unpleasant effects, and it is particularly useful in those many cases in which ordinary laxatives or purgatives are undesirable.

"Laxamel" is issued by Burroughs, Wellcome & Co. in glass pots.

Rights of Clerks and Employers.

(Continued from page 464)

1. Boys who can apply the ideas and principles they have learned in the College of Pharmacy or in their individual home study to the actual problems of the store.

2. Boys who can state their needs to the proprietor or the head clerk clearly and concisely. Their needs meaning the articles required for performing the different duties of their position, and instructions for the proper performance of these duties.

3. Boys of wider general information who know something of the materials used and the processes of their preparation. This applies to materials used in making soda syrups, citric acid, soda foam, coloring agents like tumeric, cudbear, cochineal, ice cream powders, cocoa, coffee, fruits, etc. The materials used in manufacturing and dispensing opium, camphor, benzoic acid, ginger, alcohol, rhubarb. To materials used in articles commonly called for, paregoric, essence of peppermint, syrup of tolu, tincture of iodine, sweet spirits of nitre, sweet tincture of rhubarb.

4. Boys who will take an interest in their work and stick to the trade being learned. This applies to drug clerks just as it stands.

To be a good clerk you must be able to apply what you learn in your studies to the actual duties of your position. You must make the theory and the practice co-operate. You must know something about the materials you use. The clerk that has charge of the soda fountain ought to understand how soda fountains are put together. He ought to know the interior construction ; the pipes, coolers, valves and couplings. He ought to know the best articles to use for polishing and cleaning it, just as a machinist has to know all about the planer or lathe that he is running, and how to keep it in perfect running order.

Drug clerks should be able to carry out their duties when outlined and perform their tasks when told but once. They should have a clear understanding of what is expected of them and should not take up someone else's time by asking repeatedly for directions.

Taking an interest in your work covers a good deal. It includes focussing your mind upon your store duties and obligations all the time you are in the store. Your time in the store belongs to your employer. He pays for it. It is as wrong to steal his time as to steal his money.

You should build up as large a personal following as possible. Your employer expects every clerk to bring in enough trade to pay his salary. The more trade a clerk brings in the better for the store and for himself, for the more the store's business increases, the more pay the clerks get.

Keeping up the want book, delivering messages left for your employer during his absence, wrapping packages neatly, waiting on doctors quickly, taking telephone orders carefully, working as hard when your employer is out as when he is in, trying constantly to increase your sales, all these conditions are included in taking an interest in your work.

CLERKS AS REPRESENTATIVES.

Every drug clerk mirrors his employer. You are his representative. Your employer is responsible for your actions just as much as a street railway company is responsible for the actions of its motormen and conductors, or manufacturers are responsible for the actions of their traveling salesmen. You are largely responsible for the success of your employer's store. He may be the best manufacturing pharmacist and the best drug store advertiser in the town, but you can undo all that prestige if you don't know how to look after the customers when they come to the store to trade, attracted there possibly by your employer's reputation for skill in compounding or by the pulling power of his advertising copy.

A fleet of battleships may have a few battleships that are very fast, but their speed must be measured by the speed of the slowest battleship in the fleet, for battleships must be near each other, within supporting distance. Just so, your employer's store may have some clerks who are alert, quick, accurate and real live hustlers, but the progress of the store is measured by the progress of its straggling clerks. If these clerks continue to move slowly, steal time, shirk their work, treat customers uncivilly, they hold back the store and impede its progress, and if they carry it too far they must be dropped before they damage the store's interest beyond repair.

You ought to feel that you are practically a partner in your employer's business. You should regret the periods of dull times ; you should feel for your employer because of his losses and his misfortunes ; you should be willing to work overtime on holidays and evenings when required to help out in emergencies. If you want to keep your employer from getting grey hairs before his time, conduct yourself so that he will have complete confidence in you.

If there is one thing that spoils an employer's time out of the store it is the constant worry that a clerk, in whom he has no confidence, will cause some trouble when left to his own judgment. He will either try to do something that is beyond him or will say something to a good customer that will make him stop coming to the store, or will not know just what to do when put upon his own resources and so is apt to do just the wrong thing. Employers worry terribly over such conditions, for one false step by a clerk means such disastrous

Lyman's Lightning Fly Papers

Are death to the Flies but life to the Cash Register

Box 6 doz. 5c size $1.50
Box 3 doz. 10c size 1.50

Pays 150 Per Cent. Profit

LYMAN'S

Adeps Lanae Toilet 25c tubes	$1.20 doz.
Analgesic Balm 25c tubes	1.50 doz.
Capsicum Rubefacient 25c tubes	1.50 doz.
Mellow Mints 10c tins	80 doz.
Pine Egg Shampoo Powder 25c	1.50 doz.
Straw Hat Cleaner 10c envelopes	50 doz.

Latest Additions to L. B. C. Line

SEQUARINE—Is being largely advertised. See that you have a stock. Price of Sequarine for swallowing is $16.00 dozen
Sequarine for injection is $21.00 dozen

THE LYMAN BROS. & CO., Limited

WHOLESALE DRUGGISTS TORONTO, ONTARIO

The Best Value For Druggists Is

J. S. Hamilton & Co's. Brandy

DISTILLED AT COGNAC, PELEE ISLAND

UNDER EXCISE SUPERVISION

For sale in Cases 12 qts., 24 pts., 24 and 48 flasks

J.S. HAMILTON & Co., Brantford

WHOLESALE DISTRIBUTORS FOR CANADA

The Consolidated Fruit Jar Co.

New Brunswick, N. J.

—MANUFACTURERS OF—

Sprinkler Tops,
Talcum and Tooth Powder Tops,
Aluminum Collapsible Drinking Cups,
Plain & Decorated Collapsible Tubes,
All kinds of cast metal goods.

Sole Manufrs. of Drummond Pat. Closed Tube

WRITE FOR PRICES

KEATING'S KILLS BUGS

The oldest and best known insect powder on the market. Used throughout the world where insect life is a pest. It always satisfies the customer. The peculiar merit of Keating's is that while it is fatal to every form of insect life it is harmless to human or animal life, and will not injure the most delicate fur or fabric, or irritate the skin.

Keep your stock of Keating's well Replenished

consequences as a good customer lost, a damage suit—so common nowadays—a permanent injury to some person and possibly a fatality.

Poor drug clerks can do more to destroy the patronage of a drug store than any other single cause. If a customer finds that his orders are indifferently or inaccurately filled, or if he is received with any discourtesy or impoliteness it is unlikely that he will return to that drug store.

Remember, then, that in every sales transaction you act as your employer's representative, and whatever attitude you assume towards the customer reflects on your employer, whether favorable or unfavorable impressions are made. You ought to realize your responsibility in this matter and always make favorable impressions. Go amount of advertising, no matter how good, will give a store a better reputation than that given it by those who work behind its counters.

A force of clerks can make the business or break it.

With a careless and indifferent set of clerks, even if the employer is doing his level best to build up the business, it is bound to go down instead of building up.

Any drug store must depend for its ultimate success upon the loyal, conscientious service of its employees. This fact is receiving recognition from the leading drug leaders in the country. History proves that the secret of mercantile success lies in the development of the best there is in employees.

There are a number of big stores in this country like Wanamaker's of Philadelphia, Filene's of Boston, Plant's of Newark, N. J., Gano-Downs of Denver, and others who have gone far in the matter of educating their employees and developing the spirit of co-operation. They endeavor to impress their employees that they are working for something more than their weekly salary. They are made to feel that they are an essential part of the store. In the big drug syndicate a manager's promotion depends on his ability to develop the men under him.

March's Thesaurus Dictionary defines loyalty as "Fidelity to duty, obligation, devoted allegiance." Loyal is defined as "Constant and faithful in relations implying trust, constant faithfulness and reliability in the performance of duties, unswerving devotion."

To be loyal to your employer, then, you must serve him with devoted allegiance and unswerving devotion and be constant, faithful and reliable in the performance of your duties.

To sum up,—ascertain the rights of your employer and yourself contained in the contract existing between you. Make a resolution to fulfil your part of the contract and to help your employer to fulfill his part. When you get your pay every Saturday night, ask yourself whether or not you have done all you could have done that week to co-operate with your employer and further the progress of the store. If you do not violate your employer's rights the chances are that he won't violate yours. Do not expect too much from him and don't be a chronic always-asking-off clerk. Your employer has a great many more weighty things on his mind than you have, so instead of meeting him only half way, go a little beyond that.

A great many conditions mentioned in this chapter should be brought about by your employer, but he will do it all the quicker with your assistance. Strive for ideal conditions. It is easier to get them than you think for. The kind of boys wanted by factory superintendents are about the same kind wanted by drug store proprietors. Realize your responsibility in all your sales transactions when you act as your employer's representative.

A store is like a machine, every part must work in harmony to get proper results. Loyalty promotes harmony. The ultimate success of any drug store depends upon the loyalty of its employees.

Sudden Death of Dean Galbraith of Toronto University.

John Galbraith, M.A., LLD., Dean of the Faculty of Applied Science and Engineering in Toronto University, and one of the foremost civil engineers in Canada, died suddenly on July 22nd, at his summer home at Go-Home Bay, Georgian Bay district. For a year or more Dean Galbraith had not been well, though the end was not expected. He was advised by his physicians some time ago that his heart was in a serious condition and was warned against over-exerting or exciting himself. This was not generally known among his friends, though he himself was not unprepared for the contingency.

Throughout the Dominion of Canada the news of Dean Galbraith's death came as a shock. In Toronto flags were half-masted, and on all sides there were expressions of sorrow and tributes to the man and the teacher.

Hydro-Aeroplane Flights.

Visitors to the Canadian National Exhibition this year will have the opportunity of witnessing hydro-aeroplane flights. Arrangements have been made whereby W. A. Dean will fly his machine daily starting from the lake and circling over the Exhibition grounds. These flights will be given at various intervals during the afternoon, but one will be held at the fixed hour of six o'clock every day. A sufficient height will be maintained over the grounds that in case of accident there will be time and room to glide out over the water before descending.

Trade Notes

N. A. Vetter, Toronto, Ont., has sold out to G. R. McColl.

D. Nwell has succeeded to the Pill Box Drug Store, of Vancouver, B. C.

The Robt. Simpson Co., Ltd., Toronto, have been incorporated.

W. H. Upton has succeeded the Mitchell Drug Co., of Pincher Creek, Alta.

The stock and fixtures of the estate of F. B. Smith, Mitton, Ont., was sold on July 1th.

Stevens Bros., partnership, has been registerin Woodstock, N. B.

I. B. Fletcher, Montreal, has been registered.

F. McKay has succeeded R. E. Frost at the corner of Commercial Drive and 3rd Ave., Vancouver, B. C.

Wallace Muir & Sparling have succeeded R. L. Davidson at Swan Lake, Man.

The Peoples' Drug Store, of Inverness, N. S., has dissolved.

J. Faye has succeeded W. J. Bates, of Glen Ewan, Sask.

E. J. Bowlby has succeeded E. J. Bowlby & Co., of Vancouver, B. C.

J. Stableford has succeeded to the Young, Sask., branch of the Watrous Drug Co., of Watrous, Sask.

I. M. McPhadden has succeeded D. Pettit at Pickering, Ont.

Hugh Johnston, of Tilbury, Ont., suffered a loss by fire on June 16th.

The International Patent Drug Store has been registered in Montreal, P.Q.

The Riker-Hegeman Drug Stores, Ltd., has been registered at Victoria, B.C.

Dr. Duncan, of Prince Albert, Sask., has erected and occupied a new building on Main St. of that city.

The Turner Drug Co. warehouse at 106 Front St Toronto, was damaged by fire on June 17th.

A drug store in the new "Royal Bank Building," corner of Yonge and King Sts., Toronto, is announced.

Past President C. W. Nelson, of the C. Ph. A., sailed on Friday, June 27th, from Montreal for Europe.

Kent McClain Again.

In making extensive additions to his store in Sault Ste. Marie, Mr. T.T. Barnes has installed a line of silent salesmen of the "Wedgewood" pattern in mission oak finish. The "Wedgewood" is one of Kent McClain's (Toronto Show Case Co.) most popular design.

Death of Well Known Advertising Man.

Following an illness of more than three years' duration, borne with cheerfulness and philosophical resignation, Charles C. Norris, died at his residence, 106 Crescent Road, Toronto, July 22. Mr. Norris suffered a stroke of paralysis about two years ago, and, although he recovered sufficiently to enable him to pay daily visits to his office, he never regained his strength. About two months ago he took to his bed, heart trouble and general hardening of the arteries confining him there until the end came. The members of Mr. Norris' family were at the bedside at the time of his death. Deceased was well and favorably known in business and social circles, and was of a genial and kindly disposition.

Born in Keokuk, Iowa State, 55 years ago, the late Mr. Norris came to Canada with his parents when an infant. The family settled at Eglinton, North Toronto, where they lived for many years. Mr. Norris received his primary education at the Model School, and later attended Jarvis Collegiate Institute, from which he was graduated when about 15 years of age. He was married in 1882 to Miss Frona Copeland, of Smithville, who survives him.

He became connected with the advertising business shortly after leaving school, having been employed in the advertising department of Toronto Saturday Night. Some time later he accepted an offer from the Globe, and became one of its advertising representatives, a position which he held successfully for a number of years.

Mr. Norris was recognized as a rising man in the publicity world, and was well known, not only in Toronto, but throughout the country. He resigned from the staff of the Globe to join the Advertising staff of The Mail and Empire, and for about twelve years occupied the position of advertising manager with much acceptance. He resigned from The Mail and Empire to enter the advertising field on his own account, and established an agency in partnership with Mr. J. H. Woods. Mr. Woods withdrew several years ago, and the firm became the Norris-Patterson Advertising Agency, with Mr. John P. Patterson, who had been associated with Mr. Norris on The Mail and Empire, as Vice-President.

Buyer (to Traveler)—"No, no; nothing at all, thanks. We're overstocked now."

Traveler—"Very well; but won't you just look at my samples?"

Buyer—"Not a bit of good. Too busy."

Traveler—"Well, then, look here! Do you mind if I take the blessed things out and look at 'em myself? I haven't seen 'em for three weeks." —London Opinion.

LEVER BROS., Limited

Chemically Pure

REFINED GLYCERINE

(MADE IN CANADA)

In Half Ton Drums

and 56 lb. Cans

QUOTATIONS GIVEN FOR ANY QUANTITY

SELLING AGENTS

John Cowan Co., Limited

Montreal Chemical Works

1-15 Dalhousie St. - Montreal

Pepto-Mangan (Gude)
(Reg. U. S. & Pat. Off.)

is *the one and only* absolutely uniform and unalterable solution of iron and manganese in the form of true organic peptonates. It is also *the one and only* preparation lawfully entitled to be known as "Pepto-Mangan," a valid trademark, which is our exclusive property. We respectfully request the trade to take due notice of these facts.

M. J. Breitenbach Co., New York, U. S. A.

"WEISSFELD BRAND"

WASHABLE COATS FOR

Dentists, Doctors, Druggists, Jewelers, Osteopaths, Etc.

Made to order or ready made. Seventy-five different materials to choose from. Write for styles, materials and prices, free upon request. Parcels Post prepaid to all parts of the world.

Smoking Jackets, Dressing Gowns Bath Robes and Hospital Uniforms a Specialty.

WEISSFELD BROS.

Manufacturers of Clothing and Uniforms of every description.

332 Broadway New York City, N.Y.

Special—Suits or overcoats made to order at $11.75. Write for samples.

This Ink has been known to the trade since 1835.

PAYSON'S INDELIBLE INK

for Marking Linen, Silk & Cotton WITH A COMMON PEN. Without a Preparation.

THE OLDEST THE BEST

ESTABLISHED 75 YEARS

Always in **YELLOW** and **RED** wrappers

Specially Suitable for the Canadian Climate

BEETHAM'S

La-rola

THIS DAINTY TOILET PREPARATION protects the skin from the effects of the Sun, Wind, Hard Water, and prevents Roughness, Redness, Irritation, Tan-etc. It keeps the skin Soft and White, and adds the charm of youth to the complexion. **It will keep the skin in a perfect condition during the Summer.**

It is a Perfect Protection to the Skin during All Summer Exercise and Sports

Sole Makers: M. BEETHAM & SON, Cheltenham, England
(Through Any of the Wholesale Houses

A. H. WIRZ

WHITE METAL GOODS

913-915-917 Cherry Street
PHILADELPHIA, P.A.

BOTTLE STOPPERS

BOTH PLUG AND OLD STYLE

Tin Spouts for Bug Poisons.

Collapsible Tubes

METAL SYRINGES

Hand Pill Machines

Moulds for Suppositories

Collapsing Drinking Cups

The Martin, Bole & Wynne Co., Lt'd.

Wholesale Drug Merchants and Manufacturing Chemists

Corner of Princess and Market Streets - WINNIPEG, MANITOBA

COMING WEST?

Should you desire to come to the great North-West, either to engage in the drug business for yourself, or to take a position as a clerk, we are able to assist you.

We are constantly in touch with every section of Western Canada, and shall be glad if we can be of service to any one desiring information, as to location, necessary capital, qualifications, etc.

We Usually Know of a number of drug businesses for sale and will be glad to send — **Full Particulars Upon Request.**

—WRITE US—

Business-Opportunity Notices

For Sale, Exchange, Help Wanted, etc,. 50c. for 25 words or less; subsequent insertions 25c. Send cash with order.

PARTNER WANTED.

I have land and ranch and want some one to put up cash to buy cattle and start ranch. For particulars apply to Box A., Eckville, Alta.

FOR SALE.

Canadian rights for sale on good paying medical proprietary preparation. Nothing like it manufactured in Canada. A new idea. Good business being done with it in United States. Rights include formula, trade-mark, name (registered in Canada) and sole right to make and market in Canada. Excellent opportunity for right parties. It is an old idea in up-to-date form, and is like the electric light as compared to the candle. Every home will be probable users, and it is a steady repeater. Put up in handy, sanitary, collapsible tubes which retain the full strength of the ointment. The package is handsome. For particulars address President 1211 Citizens' Building, Cleveland, Ohio, U. S. A.

Creatore's Band.

Guiseppe Creatore, who with his band comes to the Canadian National Exhibition for two concerts daily during the entire Exhibition, is unquestionably the most interesting personality before the musical world to-day.

He has set Boston and New York music mad. He is not only the most picturesque of conductors, but is, besides, a masterly leader of men, who has his musicians under perfect control. To the spectators the irresistible impression is that they are performing involuntarily, entirely at the will of their fiery, volatile conductor.

Five Rules for Success.

F. W. Long, Hudson, S. D., gives the following to the Northwestern Druggist:

What are the real secrets of success? Every man engaged in business would like to know.

Following are five vital secrets from the standpoint of the retail druggist.

1st—Close attention to your own business and a willingness to work.

2nd—The financing of your business so as to avail yourself of all cash discounts.

3rd—Careful selection of your own goods to suit the tastes of the majority of your customers.

4th—Buying in the smallest possible quantities, which entitles you to turn your money often, and thereby, make the largest possible percentage of profit. If you can turn your smoking tobacco once a week at ten per cent. profit, you can make 10x52 or 520 per cent. a year on tobacco.

5th—Take at least two or three hours each day outside of your store. Too much confinement will rob you of your energy. A man to be successful in business must keep his body in the best possible physical condition.

Kent-McClain Again.

Mr. Frank Hyde, of Woodstock, has a very handsome line of new show cases. There are seven of them, all of the "Roman" all glass construction type mahogany with Verde Antique marble base. One of the indispensable Trianon combination, counter, show case and stock cabinet is included. All built by Kent McClain, Limited (Toronto Show Case Co.)

Prices Current and Index of New Remedies

Prices given below are actual values for small quantities ruling in the Canadian Market to-day. Quotations are subject to change without notice. Physicians must expect to pay an advance on prices reported, since these values are actually charged to the trade, and do not cover expenses of any kind.

Acetamide, oz.	$ 0 60
Acetone, C. P., lb.	75
" Commercial, lb.	45
Acid, Acetic, B.P., lb.	15
" Acetic, 99½ per cent., lb.	50
" Acetyl Salic., oz.	10
" Arsenious (Arsenic), lb.	12
" " (pure), oz.	10
" " (Red Lump), oz.	05
" Benzoic, from Gum, oz.	27
" Benzoic from Toluol, oz.	10
" Boracic Crystals, lb.	12
" Boracic Pulv., lb.	13
" Butyric, oz.	25
" Cacodylic, 5 grain bot. each	20
" Camphoric, oz.	35
" Capronic, oz.	2 50
" Carbolic, ½ lb. bots.	29
" Carbolic, 5 lb. tins, lb.	20
" Carbolic, 10 lb. tins, lb.	19
" Carbolic, crude, opt., gal	1 00
" Carbolic, crude, Com'l gal	75
" Cetraric, 15 grain bot., each	50
" Chloroacetic, oz.	25
" Chromic, Pure Cryst., oz.	10
" " Highly Pure Cryst. oz.	25
" Crysophanic, oz.	40
" Cinnamic, oz.	25
" Citric, lb.	75
" Citric, Pulv., lb.	77
" Cresylin, oz.	25
" Dichloracetic, oz.	1 00
" Fluoric, 1 lb. bots. each	1 00
" Fluoric, ¼ lb bots., each	60
" Fluoric, ½ lb bots., each.	35
" Fluoric, oz.	10
" Fluoric, C.P., lb.	1 40
" Formic, 1-20 oz.	15
" Fumaric, oz.	2 00
" Gallic, oz.	15
" Glycerino, phosphoric, oz.	30
" Hydriodic, oz.	40
" Hydrobromic, lb.	30
" Hydro-Silico Fluoric	3 10
" Hypophosphorus, oz.	10
" Iodic, oz.	75
" Lactic, concentrated, oz.	13
" Mallic, oz	1 50
" Meconic, oz.	2 00
" Molybdic, pure, oz.	25
" " extra pure, oz.	30
" Monochlor, acetic, oz.	15
" Muriatic, Com'l, lb.	06
" Muriatic, C.P., lb.	20
" Nitric, Com'l., lb.	10
" Nitric, C.P., 1 lb.	25
" Nitrous, lb.	30
" Oleic, oz.	10
" Osmic, 1 gramme tubes, each	2 10
" Oxalic, lb.	12
" Oxalic, Pulv., lb.	13
" Oxalic, C.P., lb.	15
" Perchloric, oz.	45
" Perosmic, ½ grn. tubes, each	1 50
" Phosphoric, Consent., 1500, lb.	10
" Phosphoric, Dil., lb.	16
" Phosphoric, Glacial, oz.	10
" Phosphoric, Syrupy, 1750, lb.	50
" Phosphorus, 1-12 oz.	20
" Picric, lb.	25
Acid, Prussic, g.s., bots., doz.	1 50
" Pyrogallic, Merck's, oz.	24
" Pyrogallic, Schering's, oz.	27
" Pyrolingneous, lb.	12
" Rosolic, oz.	40
" Salicylic, lb.	50
" Salicylic, natural, oz.	40
" Soda Phosphate, oz.	15
" Silicic, natural, oz.	20
" Silicic, wet, process dried, oz.	25
" Succinic, oz.	60
" Sulphanilic, oz.	20
" Sulph. Aromat., lb.	80
" Sulphocarbolic, oz.	20
" Sulphor sicinic, oz.	50
" Sulph, Com'l, lb.	06
" Sulph, C.P., lb.	20
" Sulpho—Oleic., oz.	2 40
" Sulphurous, lb.	12
" Stearic, oz.	85
" Tannic, lb.	90
" Tartaric, Cryst., lb.	37
" Tartaric, Pulv., lb.	38
" Tartaric, C.P., Cryst., lb.	60
" Tartaric, C.P., Pulv., lb.	65
" Titanic, ¼th oz., for	20
" Trichloracetic, oz.	80
" Tungstic, oz.	35
" Uric, oz.	55
" Valerianic, oz.	22
Aconi, 1 gramme each	50
Aconitine, Pure Amorph, 2 grain ea	16
Adens Lanae, Hydrous, lb.	29
Adurol, 25 gramme packets, each	75
Agathin, 25 grammes, ea.	3 50
Airol, oz.	1 00
Albumen, from egg, oz.	15
Albumen, from blood, oz.	10
Alcohol, gall.	5 22
" Absolute, lb.	1 20
" Allylic, oz.	80
" Amylic, C.P., lb.	1 50
" Benzylic, Iso., oz.	50
" Butylic, Iso. lb.	1 50
" Columbian, Spt., gal.	2 00
" Ethylic, Deodor. lb	90
" Methylic, C. P., lb.	1 10
" Methylated, gal.	1 25
" Wood, gal.	1 15
Aldehyde, oz.	10
Alkannin, oz.	40
Almonds, bitter lb.	80
Almond Meal, lb.	50
Aloin, oz.	17
Alum, lb.	3
" Ammoniated, lb.	20
" Chrome, lb.	20
" Potash, lb.	25
" Pulv., lb.	4
Aluminium, coarse powder, oz.	15
" Acetate, oz.	10
" Acetotartrate, oz.	15
" Bromide, oz.	25
" Chloride, pure, oz.	10
" Metal, oz.	15
" Nitrate, pure, oz.	10
" Oxide, pure, oz.	15
" Salicylate, oz.	10
" Sulphate, pure, oz.	15
" Tartrate, oz.	10
Alumnol, oz.	20
Alypin, 16 gr. bot., each	50
Ambergris, gr.	40
Amidol, oz.	12
Ammonal, oz.	55
Ammonium, acetate, oz.	1 50
" Arseniate, oz.	25
" Benzoate, oz.	16
" Bichromate, oz.	10
Ammonium Borate, oz.	20
" Bicarbonate, oz.,	15
" Bisulphite, oz.	25
" Bromide, lb.	80
" Bifluoride, oz.	35
" Carbonate, lb.	16
" " C.P., Howard's, lb.	60
" " C. P., Merck's, lb.	40
" Carbonate, Powd., lb.	16
" Fluoride, oz.	20
" Glycerophosphate, oz.	35
" Hypophosphite, oz.	22
" Hyposulphite, oz.	20
" Iodide, oz.	45
" Liquor fort. lb.	12
" Molybdate, oz.	25
" Muriate, lump, lb.	15
" " Gran., lb.	18
" " C.P., lb	20
" Nitrate, Com'l, lb.	35
" Nitrate, C.P., oz.	10
" Nitrite, oz	20
" Oxalate, oz	12
" Persulphate, oz.	20
" Phosphate, pure, oz	10
" Salicylate, oz.	12
" " Sublimed	1 00
" Succinate, oz.	50
" Sulphate, Com'l, lb.	8
" Pure, oz	10
" Succinate, oz.	55
" Sulphate, oz	10
" Sulphide, Pure Cryst., oz.	45
" Sulphite, oz.	20
" Sulphocarbolate oz.	15
" Sulphocyanide, oz	10
" Tartrate, neutral, oz.	12
" Valerianate, oz	30
" Vandate, oz.	50
Amyl, Acetate Oxide, oz.	10
" Butyrate, oz.	20
" Formate, oz.	20
" Nitrate, oz.	32
" Nitrite, oz.	15
" Valerianic oz	20
Anaesthesin, 25 grm. pkgs., ea.	1 25
Amylene Hydrate, oz.	55
Anemonine, for 1 grain tube	35
Anethol, oz.	65
Aniline, pure, oz	20
" Sulphate, oz.	15
Anisol, oz.	50
Anthracene, purified, oz.	80
Antiarobin, oz.	50
Antifebrine, lb.	50
Antikamnia, oz.	1 35
" Vest pocket box, doz.	2 75
Antimony, metal, oz.	10
" Pulv., pure, lb.	15
" Arsenate, oz.	25
" Chloride, oz.	20
" Liver (crocus), lb.	25
" Oxysulph (Sulph. Precid.) lb	55
" Oxide, White (Acid Antimonic) oz	10
" Sulphate, oz.	25
" Sulphide, Black, lb.	40
" " (Golden) oz	10
" Tart. Pulv. (Tartar Emetic)lb	40
Antinosin, oz.	2 25
Antipyrine, Knorrs, oz.	45
" Salicylate, oz.	30
Antisposmine, 15 grm. bots., each	40
Antitoxine, Neuralgic, oz.	1 20
Antithyreodine, bots. 10 c.c. each	1 75
Apiol, Green, oz.	1 20
Apocodeine, Hydrochlor, 1 gr. bots. each	25
Apolysine, oz.	80

Apomorphia, Muriate, oz. 14 00
Arbutin, Crystals, oz. 1 25
Areca, Nuts, lb. 25
" Nuts, Pulv., lb. 35
Arecoline, Hydrobrom. 15 gr. bot. ea 60
Argentamine, oz. 60
Argentum Crude (Collargolum) oz. 3 50
Argonine, oz. 90
Argyrol 2 10
Aristochin (Bayers) 3 25
Aristol, (Bayers), oz. 2 10
Arrowroot, Bermuda, lb. 80
" Com., lb. 20
Arsenic, Metal, oz. 15
" Bromide, oz. 25
" Chloride, oz. 75
" Iodide, oz. 55
" Sulphide, Red (Realgar), oz. 12
Asaprol, oz. 1 00
Aseptol, oz 25
Ashes, Pearl, lb. 12
" Pot, lb. 15
Asparagin, oz. 80
Asphaltum, lb. 13
Aspirin, oz. 50
Atophan, Powder, oz. 1 80
" Tablets, tubes of 20, each 70
Atropia, pure, oz. 8 75
" Sulphate, oz. 7 25
" Valerianate, $\frac{1}{4}$th, each 30
Atoxyl, oz. 3 75
Balsam, Canada, lb. 1 75
" Copaiba Eng., lb. 1 00
" Copaiba, Amer., lb 85
" Peru, oz. 20
" Sulphur, lb. 30
" Tolu, oz. 10
Bark, Ash, Prickly, lb. 35
" Angustura, lb. 75
" Bayberry, lb. 18
" Canella, lb. 25
" Cascara, lb. 20
" Cascarilla, lb. 45
" Cherry, Black, lb. 15
" Coto, lb., 1 40
" Cotton Root, lb. 20
" Condurango, lb. 35
" Elm, lb. 30
" Hemlock, lb. 10
" Mezereon, lb. 40
" Peruvian, Red, lb. 40
" Peruvian, Yellow, lb. 20
" Pomegranate, lb. 60
" Poplar, lb. 13
" Sassafras, lb. 25
" Soap, lb. 14
" Tamarac, lb. 20
" Wahoo, lb 60
" Witch Hazel, 15
" White Pine, lb. 12
Barium, Acetate, oz. 12
" Bromide, oz. 15
" Carbonate, pure, lb. 55
" Carbonate, C.P., lb. 75
" Chlorate, oz. 20
" Chloride, Com'l., lb. 20
" Chloride, pure, lb. 52
" Hyponhos, oz. 30
" Metal 2 c.c. tubes, each 3 50
" Nitrate, oz. 30
" Oxide Hydrate, Com'l, oz. 10
" Oxide Hydrate Pure Cryst, oz. 15
" Peroxide Anhydrous, Pure, oz. 5
" Peroxide, Com'l, lb. 20
" Phosphate, oz. 20
" Sulph. Precip., oz. Caffeine, oz.
" Sulphide, pure, oz 5
Beans, Calabar, oz 10
" Tonquin, Angustura, oz. 8
" Vanilla, Mexican, oz. 60
" " Bourbon, oz. 50
Berberine, Muriate, oz. 45
Berberine, Sulph., oz. 1 60
Benzanilide, oz. 10
Benzole, lb. 30
Benzoinal, lb. 1 50
Benzosol, oz. 1 30
Benzyl, Chloride, com., oz. 20
" Chloride, pure, oz. 30
Benzylamide, oz. 1 50
Berries, Buckthorn, lb. 30
" Coculus, Indicus, lb. 18
" Cubebs, lb. 65
" French, lb. 20
" Juniper, lb. 12
" Laurel, lb. 15
" Prickly Ash, lb., 25
" Poke, lb. 1 00
" Saw Palmetto, lb. 25
Betol, oz. 30
Bismal, oz. 80
Bismuth, Acetate, oz. 40
" Ammon, Citrate, oz. 35
" Benzoate, oz. 30
" Betanapthol, oz. 60
" Bromide, oz. 50
" Carb., lb. 3 00
" Citrate, oz. 30
" Lactate, oz. 35
" Liquor, lb. 45
" Metal, oz. 20
" Nitrate, Crystals, oz. 25
" Oxalate, oz. 35
" Oxide, oz. 40
" Oxychloride, oz. 30
" Oxynitrate, oz. 85
" Phosphate, oz. 35
" Salicylate, oz. 20
" Subgallate, oz 20
" Subiodide, oz. 40
" Subnitrate, lb. 2 75
" Tannate, oz. 25
" Tribromphenol (Xeroform) 35
" Trichloride, Crystal, oz. 50
" Valerianate, oz. 40
Bole, Armenia, lb. 7
Borax, C.P., Cryst., lb. 27
" C. P., Pulv., lb. 27
" Cryst., lb. 7
" Pulv., lb. 7
" Glass, lb. 30
Boric, Hydroxide, oz. 20
Boroglycerine, oz. 10
Bromaline, oz. 1 25
Bromine, oz. 10
" C. P., oz. 35
" Chloride, oz. 50
Brominin, 100 grammes, each 65
" Tablets, box of 25 each 65
Bromoform, oz. 20
Bromural, oz. 2 00
Broomtops, lb. 30
Brucine, oz. 2 00
" Hydrobromide, oz. 2 00
" Hydrochloride, oz. 2 00
" Nitrate, oz. 2 00
" Sulphate, oz. 2 00
Buckthorn, Juice, lb. 50
Cadmium, oz. 20
" Bromide, oz. 20
" Chloride, oz. 45
" Iodide, oz. 35
" Nitrate, oz. 30
" Oxide, oz. 30
" Phosphate, oz. 60
" Sulphate, oz. 20
" Sulphide, oz. 20
Caffeine, oz. 40
" Arseniate, $\frac{1}{4}$ oz. each 35
" Benzoate, $\frac{1}{4}$ oz. each 30
" Citrate, oz. 80
" Hydrobromide, oz. 40
" Hydrochloride, oz. 35
" Nitrate, oz. 20
" Salicylate, oz. 20
Caffeine, Sulphate, $\frac{1}{4}$th oz., each 15
" And Soda Benzoate, oz. 40
" And Soda Citrate, $\frac{1}{4}$th, each 10
" And Soda Hydrobromate, $\frac{1}{4}$th oz., each 40
" Valerianate, $\frac{1}{4}$th oz., each 15
Calamine, prepared, lb. 10
Calcium, Metal, oz. 60
" Acetate, oz. 12
" Arseniate, oz. 15
" Bromide, oz. 10
" Carbide, lb. 15
" Carbonate, Pure 30
" " Precip., lb. 10
" " Prepared, lb. 5
" Chlorate, oz. 35
" Chloride, Com'l, lb. 30
" Chloride, pure, lb. 65
" Fluoride, oz. 13
" Glycerophosphate, oz. 20
" Hippurate, $\frac{1}{4}$ oz., each 20
" Hydrate, Pure Crystal, oz. 15
" Hypochlorite, oz. 10
" Hypophos, oz. 13
" Hyposulphite, oz. 15
" Iodate, oz. 60
" Iodide, oz. 40
" Lactate, oz. 10
" Lactophosphate, oz. 20
" Nitrate, oz. 10
" Oxalate, pure, oz. 10
" Permanganate, oz. 35
" Calcium Peroxide, oz 25
" Phos., Precip, oz. 10
" Phosphide, oz. 40
" Saccharate, oz. 15
Silicate, oz. 10
" Salicylate, oz. 10
" Sulphate, Precip., oz. 10
" Sulphide, oz. 10
" Sulphite, oz. 10
" Sulphocarb., oz. 20
" Tungstate, $\frac{1}{4}$ oz., each 30
Camphor, in bells, lb. 70
" $\frac{1}{4}$ blocks, lb. 71
" oz. blocks, lb. 73
" $\frac{1}{4}$ blocks, lb. 74
" Powdered, lb. 85
" Monobromide, oz. 20
Canadol, lb. 1 50
Candol, lb. 1 50
Cannabine Tannate, 15-gr. tubes, ea 25
Cantharides, whole, Chinese, lb. 1 55
" Powder, Chinese, lb. 1 65
" Whole, Russian, lb. 3 00
" Powder, Russian, lb. 3 25
Canthardin, 5 gr. tube, each 85
Carbon, Bisulph, lb. 20
" Tetrachloride, oz. 5
Cascine, oz. 10
Castoreum, oz. 1 25
Celloidin, oz. 1 50
Cerium, nitrate, oz. 25
Cerium, Oxalate, oz. 8
" Sulphate, oz. 25
Chalk, French lump, lb. 30
" French, powd., lb. 5
Chiretta, lb. 50
Chloralamid, oz. 35
Chloral, Ammonia, oz. 1 50
" Caffeine, oz. 1 50
" Hydrate, lb. 70
" Hydrocyanate, $\frac{1}{4}$th oz., each 20
Chloralose, $\frac{1}{4}$th, each 45
Chloroform, D. & F. blue label, lb. 1 00
" D. & F. pure, lb. 2 25
" D. & F. Methyl, lb. 1 20
" German, lb. 55
" Lyman's lb. 70
" Smith's, lb. 80
Chlorophyl, for spirits, oz. 25
" for oils, oz. 25

Chlorophyl, for water, oz. 25
Chromium, Acetate, oz. 25
" Carbonate, oz. 50
" Chloride, soluble, oz. 1 20
" Chloride Solution, oz. 15
" Nitrate, oz. 30
" Oxide, oz. 10
" Powdered, oz. 30
" Sulphate, oz. 10
Chrysarobin, oz. 30
Cinchonine, Muriate, oz. 10
" Pure Crystal, oz. 30
" Salicylate, oz. 60
" Sulphate, oz. 50
Cinchonidia, Sulph, oz. 80
Cinchonidine, pure, Cryst., oz. 80
" Hydrochlor., oz. 80
" Iodide, oz. 5 00
" Tannate, oz. 35
Citarin, oz. 1 25
Citrophen, 25 gr. pkt., each 90
Cobalt, lb. 25
" Chloride, oz. 20
" Carbonate, oz. 30
" Metallic Powder, oz. 50
" Nitrate, oz. 15
" Oxide, oz. 18
" Sulphate, oz. 12
Cocaine, Alkaloid, ½oz., each 55
" Carbolate, 15 gr. hot., each 90
" Nitrate, ¼th oz., each 35
" Muriate, ½oz., each 35
" Oleate, 5 per cent., oz. 70
" Salicylate, 5 gr. tubes, each 40
" Solution, 4 per cent., oz. 1 00
Cochineal, lb. 1 05
" Pulv., lb. 1 10
Cocoa Butter, lb. 55
Codeia, Cryst., oz. 5 15
" Citrate, ¼th oz., ea 50
" Hydrochlor, oz. 4 90
" Phosphate, oz. 4 15
" Sulphate, oz. 4 70
Colchicin, C.P., Cryst., 15-gr. hot. ea. 1 55
Colocynth, Apple, lb. 60
" Pulv., lb. 70
Collodion, lb. 65
" Canthar, oz. 25
" Flexible, oz. 5
" Styptic, oz. 10
Coloring, Brandy, lb. 13
" Cochineal, lb. 50
Confect. Aromat., lb. 60
" Opium, lb. 75
" Roses, lb. 70
" Senna, lb. 50
" Sulphur, lb. 40
Conine, Alkaloid, oz. 8 00
" Hydrobromide, 15 gr. hot., ea. 30
Convallamarin, 15 gr. hot., each 35
Convallarin, 15 gr. hot., each 35
Copper, Acetate, pure, oz. 10
Copper, Arseniate, oz. 20
" Arsenite, oz. 15
" Aluminated, oz. 10
" Ammoniated, oz. 10
" Ammonia, Sulph., lb. 75
" Ashes, lb. 35
" Bromide, oz. 30
" Carbonate, lb. 30
" Chloride, Bl., oz. 10
" Citrate, oz. 25
" Cyanide, oz. 15
" Filings, oz. 12
" Foil, oz. 15
" Gauze, oz. 20
" Iodide, oz. 45
" Metal, oz. 10
" Nitrate, oz. 10
" Oxalate, oz. 12
" Oxide, black, oz. 15
" Oxide, red, oz. 25
" Oxyacetate, oz. 10
" Potass. Chloride, oz. 10
" Sulphide, oz. 10
" Sulphate, Com'l, lb. 10
" Sulphate, pure, lb. 20
" Tartrate, oz. 15
" Trimmings, oz. 20
" Wire, oz. 15
Corvfin, oz. 2 25
Cotoin, True, 5 gr. hot., each 30
Cowhage, oz. 1 00
Cornutine, Citrate, 5-gr. hot., each 3 25
Creosote, B.W., lb. 1 15
" C. P., white, lb. 1 50
" Carb., oz. 40
" Valerianate, oz. 40
Cresalol, Para, oz. 1 75
Crocus, Martis, lb. 30
Croton, Chloral, oz. 35
Cubebine, oz. 5 00
Cumarin, oz. 35
Cuttle Fish bone, lb. 40
" Powd., lb. 40
Curare, with active principle, 1 gram hot., each 1 40
Daturnine, Pure, 5 gr. hot., each 55
" Hydrochlor., 5 gr. hot., each 55
" Sulphate, 5 gr. hot., each 55
Decoct. Aloes Co., lb. 40
" Sarsa, lb. 45
Delphinine, 15 gr. hot., each 65
Diabetin, 100 grammes for 2 00
Diacetyl, Morphine, oz. 5 50
Dianththerine, oz. 75
Diapente, lb. 25
Diastase, Malt, oz. 40
Dvipuratum, Tablets, tube of 20, ea. 60
" Powder, oz. 1 70
Dieltalin Amorph., grain 4
" German, pure, 1 oz. 9 50
" Digitine, pure, 5 gr. tube, each 40
Digitoxin, Cryst., 1 gr. tubes, each 95
" Tablets, in 50's each 35
Dimethyl-Amidobenzaldehyde, oz. 30
Dionin, 15 gr. tube, each 60
Diphenylamine, oz. 30
Di—Thymol—Iodide, oz. 15
Diuretin, Knoll, oz. 1 75
" Merck's (Theobromine and Soda Salicyl), oz. 40
Dormiol Solution, 100 grm. hot., ea 1 25
Duboisine, Sulph., gr., each 15
Edinol, powd., oz. 75
Eigon Alpha., 20 gramme hot., ea 1 00
" Alpha and Sodium " 1 00
" Beta " 1 00
Eikonogen, oz. 37
Elaterium, ¼ oz. hot., each 30
Elaterin, Cryst., 15 gr. hot., each 1 00
Emetine, Alkaloid, 5 grn. hot., ea. 60
" Resinoid, oz. 6 50
Empyreform, 23 grammes, each 75
Epicarin, Veterinary, oz. 1 00
" Pure, oz. 1 10
Ergot, lb. 2 00
" Pulv., lb. 225
Ergotine, Bonjean, oz. 1 30
Erythrol Tetranitrate Tablets, hots. of 50, each 1 50
Erythrosin, oz. 60
Erythrophleine, Hydrochlor. grn. 25
Eserine, C.P., 5 gr. tube, each 90
" C.P., 2 gr. tube, each 55
" C.P., 3 gr. tube, each 65
" Citrate, tube, ea. 75
" Hydrobromate, tube, each 1 00
" Hydrochlorate, tube, ea. 75
" Nitrate, tube, ea. 55
" Pilocarpine, 3 gr. tubes, ea. 75
" Salicylate, 5 gr. tubes, ea. 55
" Sulphate, 5 gr. tubes, each 65
" Tartrate, 5 grain tubes, ea. 75
Ether Sulph. German, lb. 40
" Sulph., Squibbs, 100 grammes, tins, each 60
" Valerianate, oz. 35
Ethylene, Bromide, oz. 60
" Chloride, oz. 50
Ethylidine Chloride, oz. 1 20
Ethyl, Bromide, oz. 60
" Butyrate, oz., ... 15
" Formate, oz. 10
" Iodide, oz. 55
Eucaine, B., ⅛th oz., each 60
Eucalyptol, oz. 15
Eudoxine, oz. 3 50
Eugenol, oz. 30
Eumenol oz. 50
Euonymin, oz. 70
Euphorin, oz. 1 00
Euresol, oz. 1 00
Eurobin, 25 gram. pkt. each 1 00
Europhen, oz. 2 00
Exalgine, 25 grs., ea. 1 50
Exodin Tablets, ½ gramme each (boxes of 10 tablets), box 50
Ferratin, oz. 1 25
Ferropyrine, oz. 1 40
Fibrolysin, tube, each 20
Flowers, Arnica, lb. 25
" Chamomile, German, lb. 30
" " Roman, lb. 30
" Calendula, lb. 80
" Elder, lb. 35
" Lavender, lb. 22
" Rose, oz. 10
Formaldehyde, lb. 18
Formaline, Scherings, lb. 65
" Pastilles, box of 20, ea. 30
" Lamps, Scherings, ea. 1 75
" Dusting Powder, in ½ lb. 85
Formin, oz. 15
Formol, lb. 50
Fluor Spar, powd., lb. 12
Fluorescein, oz. 50
Fuller's Earth, lb. 10
" Powd. 6
Gaduol, oz. 30
Galena, oz. 10
Gallanol, oz. 45
Gallicin, oz. 60
Gallobromal, oz. 60
Galls, powd., lb. 40
Garlic, lb. 25
Gelanthum, ½ kilos, ea. 85
Gelatine, for Hypodermic use, 100 grammes, ea. 1 00
" Cox's per doz. 1 35
Gelatine, Bronze label, lb. 35
" Red label, lb. 75
" Silver label, lb. 40
Gentian oz. 45
Gentian, Violet, oz. 50
Gelsemine, oz. 2 50
Gelseminine, C.P., 5 gr. hot., ea. 70
" Hydrobromate, 5 gr. hot., ea. 70
" Hydrochlorate, 5 gr. hot., ea 70
" Sulphate, 5 gr. hot., ea. 70
Gingerine, oz. 75
Glass Wool, oz. 40
Glucose, lb. 8
" Pure, oz. 20
Glutol, oz. 85
Glycerine, lb. 31
" Price's, lb. 70
Glycin, oz. 55
Glycocoll, oz. 4 00
Glycoline, lb. 33
Glycosal, oz. 1 25
Glycerrhizin, Ammon., oz. 98
Gold Bromide Mono, 5 gr. hot. ea. 55
" Bromite, Tri., 5 gr. hot. ea. 40
" Chloride and Sodium, 15 grain hots., doz. 3 75
" Chloride and Sodium, solu., oz. 3 15
" Chloride, dry, 15 gr. hots., dz 8 00
" Cyanide, Mono, 5 gr. hot., ea 75
" Cyanide, Tri, 5 gr. hot., each 80
" Oxide, 5 gr. hot., each 65
Grains, Paradise, lb. 25
Guaiacol, oz. 50

Guiacol, Carbonate, oz. 35
" Salicylate, o. 00
" Valerianate, oz. 85
Guaiacum Rasp, lb. 15
Guaialine, oz. 1 65
Guaiaquin, 25 grammes, each 3 00
Guarana, Pulv., oz. 30
Guarithol, oz. 1 00
Gum Aloes, Barb., lb. 20
" Aloes, Barb., Pulv., lb 30
" " Cape, lb 20
" " Pulv., lb. 30
" " Socot, lb 45
" " Socot, Pulv., lb 55
" Ammoniac, lb. 60
" Arabic Select, lb. 80
" Arabic 2nd, Sel., lb 45
" " Sorts, lb 28
" " Pulv., Opt., lb 60
" " Pulv., Sorts, lb 35
" Assafoetida, Powd., lb. 1 75
" Assafoetida, lb. 1 25
" Benzoin lb 50
" " Opt., lb 2 25
" Catechu, Com'l (Japonica) lb. 12
" " Cubes, lb. 25
" " Pulv., lb. 30
" Conal, lb 60
" Damar, lb. 50
" Elemi, lb. 60
" Euphorbium, lb. 70
" " Pulv., lb. 10
" Galbanum oz. 1 30
" Gamboge, lb 1 40
" " Pulv., lb 45
" Guaiacum, Ordinary, lb. 50
" " Pulv., lb. 80
" " Opt., lb. 70
" Kino, lb 80
" Kino, Pulv., lb. 1 10
" Mastic, lb. 40
" Myrrh, lb 60
" Myrrh, Pulv., lb. 5 00
" Olibanum, oz 1 00
" Sagapenum, lb. 40
" Sandrac, lb. 1 35
" Sang Draconis, lb. 1 00
" Sang, pulv., lb. 45
" Scammony, oz. 5
" Seedlac, oz 32
" Shellac, orange, lb. 45
" " Bleached, lb. 40
" " Powd., lb. 55
" Storax, lb. 1 00
" Spruce, lb 7
" Substitute Yellow Dextrine, lb. 8
" " White, lb. 1 50
" Tamarac, lb 10
" Thus (Turpentine,) lb 1 75
" Tragacanth, extra select, lb. 1 80
" " Pulv., lb. 1 35
" " 2nd, Select, lb 1 25
" " 2nd, Select, Pulv., lb. 65
" " Sorts, lb. 30
Gun Cotton, oz. 2 60
Haematoxylin, oz. 88
Haemogallol, oz. 50
Haemoglobin, oz. 80
Haemol, oz. 80
" Arseno, oz. 80
" Bromo, oz. 80
" Cupro, oz. 1 10
" Iodized, oz. 80
" Zinc, oz. 40
Hartshorn Shavings, lb. 1 50
Hedonal, oz. 45
Helenin, 15 gr. bot., each 30
Heliotropin, oz. 1 00
Helmitol, oz 30
Hematein, 15 grs., each 1 50
Hematin, 15 grs., each 55
Heroin, 15 grain tubes, each 55
" Hydrochlor, 15 gr. tubes, each 1 35
Holocaine, 1 gramme bots., each 35
" Hydrochlor, 1 gramme bots. ea 1 35
Homatropine Pure, 5 gr. tubes, ea.
" Hydrobromate, 1 gr. tube, ea. 30
" Salicylate, 1 gr. tube, ea. 30
" Sulphate, 1 gr. tube, each 18
Honey, lb. 45
Hops, in packages, lb.
Hydrastin, Alkaloid, 15 gr tubes each 1 80
Hydrastin, Hydrochlor 15-gr bot ea 1 80
" Sulphate, 15 gr. bots., each 2 00
Hydrastinine 15 gr. bots. each 60
" Hydrochlor, 5 gr. tubes, each
Hydroquinone, oz. 1 25
Hydroxylamine Hydrochl, 4 oz. ea 25
Hyoscine Hydrobrom 1 gr. tube, ea 25
" Hydrochlor 1 gr. tubes, each 35
" Hydriodate 1 gr. tube, each 25
" Pure Amorphous 1 gr. tube, ea 25
" Sulphate, 1 gr. tubes, each
Hyoscyamine, amorph., Cryst., 1 grain, each 30
" True, from Hyoscyamine, Pure 5 grains, each 2 00
" Hydrobromate, 5 gr. tube, ea 1 25
" Hydriodate, 5 gr. tube, each 45
" Hydrochlor, 5 gr. tube, each 35
" Sulph., pure, 5 grains, each 1 25
Hypnone, oz. 50
Iatrol, oz. 1 60
Ichthalbin, oz. 90
Ichthargan, 10 gram packs, each 1 25
Ichthoform, 25 grains, each 1 30
Ichthyol, oz. 45
" Sodium 50
Ichthyol (substitute) oz. 20
Insect Powder, lb. 40
Incense, lb 50
Iodine, Bromide, oz. 30
" Chloride, Tri., oz. 50
" Commercial, oz. 35
" Resublimed, oz. 38
Iodochloride, oz 80
Iodoform, Crvst. or powder, oz. 45
" Bitumenized, oz 75
Iodoform, Deodorized, oz 60
Iodomuth, oz. 1 10
Iodoformogen, oz. 55
Iodol, oz. 1 20
Iodonin, 100 gramme packet, ea. 1 25
Iodophenin, oz 2 00
Iodothyrine, oz. 5 00
Iodopyrine, 10 gramme bottles, ea. 50
Ionone, grain 8
Iridin, 1 oz., each 1 10
Iron, Acetate, oz. 20
" Albuminate Scale, oz. 20
" " Powd., oz 30
" " Saccharated, oz. 25
" " Solution, lb 30
" " Alum, oz 5
" Ammonia Sulph., oz. 10
" Ammoniated, lb 40
" Ammon Mur., lb. 50
" Arsenate, oz 15
" Arseniate, oz. 15
" Arsenite, oz. 80
" Benzoate, oz. 20
" Bromide, oz. 15
" Hydrogen, oz. 10
" Cacodylate, oz. 50
" Carb., Precip., lb. 15
" " Sacch., lb 30
" Chloride, (Ferric), oz. 10
" (Ferrous), oz. 10
" Chromate (Ferric), oz. 30
" Citrate, oz. 5
" " Ammonia, lb. 1 05
" Citrate and Quinine, 4 p.c., oz. 15
" " 10 p.c. oz. 18
" " " B.P. oz 20
" " " and Strych., oz. 35
" " " and Strychnine, oz. 20
" Dialysed, lb. 40
" Ferrocyanide, pure, oz. 12
" " Soluble, oz. 13
" Benzoate, oz. 60
" Filings, Iron, lb. 20
" Glycerophosphate, oz. 30
" Hyphos., oz. 20
" Iodide, oz. 42
" " Saccharated, oz. 25
" Lactate, oz. 15
" Lactophosphate, oz. 15
" Malate, oz. 1 00
" and Manganese Citrate, oz. 20
" " Ferrous, oz. 20
" " Peptonized, oz. 20
" " Solution, lb. 40
" Nitrate Crystals, oz. 15
" Oxalate, oz. 30
" " Ferric, Scales, oz. 15
" " And Ammonia, oz. 25
" " and potassium, oz. 90
" " Ferrous, oz. 20
" " Oxide Commercial, lb. 25
" " Black, oz. 20
" " Brown, pure, lb. 80
" " Red, Saccharated, lb. 50
" Oxide, Brown, B.P., oz. 10
" " Red, oz. 10
" Peptonized, oz. 20
" Perchloride, lb. 35
" Persulphate, oz. 10
" Phosphate Scale, oz. 10
" " lb. 75
" Pyrites, lb. 25
" Pyrophos., oz. 10
" Pyrophos. and Ammon. Cit. lb 75
" " Soluble Scales, oz. 10
" Salicylate, oz. 20
" Sesquichloride, oz. 10
" Silicate, oz. 20
" Subsulphate, oz. 15
" Succinate, oz. 45
" Sulph., Exsic., lb. 30
" " Pure, lb. 7
" " Extra Pure, lb. 25
Iron, Sulphocarb., oz. 17
" Sulphocyanide, oz. 50
" Sulphuret, lb. 25
" Tannate, oz. 25
" Tart and Potash, oz. 10
" Valerianate, oz. 22
" Wire, fine, lb. 50
" Sulphide, lumps, lb. 25
" " Sticks, lb. 30
Isinglass, American Fish, oz. 12
" Brazil, oz. 15
" Russian, oz. 38
Itrol, oz. 1 50
" Russian, oz. 38
Jalapin, oz. 95
Jothion, oz. 1 50
Juice Pawpaw, oz. 70
Jalap, Resin, oz. 65
Kamala, oz. 20
Kaolin, lb. 8
Kefir, fungi, oz. 50
Keratin, Peptonized, oz. 1 90
Kesselguhr, Natural, lb. 40
Kousso, oz. 20
Kola Nuts, lb. 35
Koussein, oz. 5 00
Kresol, Cryst. C.P., oz. 60
" from Tar Oil 20
Kressamine, oz. 1 00
Kryofine, oz. 1 10
Lactophenin, oz. 1 50
Lactucarium, oz. 80
Laevulose, Diabetic, 100 gm. tin, ea 80
" Syrupy, Microscopy, oz. 40
Lanoline, lb. 90
Lard, Benzoated, lb. 35
Largin, (25 gram tubes), each 2 00
Lead Acetate, C. P., Cryst., lb. 32
" " lb. 12
" " Powdered, lb. 37
" Arsenate, Com'l. lb. 16
" Benzoate, oz. 20

Lead Carbonate, E.P., lb. 80
" Chloride, Pure, oz. 15
" Chromate, Fused, oz. 20
" Dioxide, oz 10
" Foil, Assay, lb. 30
" Iodide, oz. 32
" Monoxide, lb. 50
" Nitrate, Pure, oz. 10
" " Com. lb. 15
" Oleate, oz. 25
" Oxide, Black, oz. 10
" " C.P., lb. 75
" Oxalate, oz. 12
" " Red, pure, lb. 30
" Peroxide, oz. 10
" Powder, extra fine, lb 1 60
" Protoxide, oz. 15
" Sesquioxide, oz. 50
" Silicate, oz. 10
" Sulphate, C.P., oz. 12
" Sulphide, oz. 15
" Tannate, oz. 15
" Tartrate, oz. 15
" Test, lb. 25
" Tetroxide, oz. 20
Leaves, Aconite, lb. 30
" Bay, lb. 15
" Belladonna, lb. 20
" " Powdered, lb. 65
" Buchu, lb. 70
" Chestnut, lb. 2 35
" Coca, lb. 20
" Damiana, lb. 50
" Digitalis, lb. 25
" " Pulverized, lb. 35
" Eucalyptus lb. 20
" Henbane, lb. 25
" Henbane, Pulverized, lb. 30
" Henna, lb. 35
" Jaborandi, lb. 30
" Matico, lb. 60
" " Opt., lb. 20
" " Pulverized, lb. 25
" Pulverized, lb. 25
" Stramonium, lb. 20
" Uva Ursi, lb. 20
Lecithin, 15 grain box 30
" Tablets (100 in bot.), bot. 75
Leeches, doz. 1 25
Lenigallol, oz. 1 00
Lenirobin (25 gram. pckt.), each.... 1 00
Leaves 15
" Senna, ordinary, lb. 18
Lemon Peel, lb. 80
Leptandrin, oz. 80
Levulose, 100 grammes for 6
Lime, Carholate, lb. 4
" Chloride, bulk, lb. 9
" " Chloride, 1 lb. 10
" Chloride, ½ lb. 12
" " ¼ lb. 5
" Free from Sulphur, oz. 90
Liniment, Aconite, lb. 90
" Belladonna, lb. 75
" Camph. Co., pure 12
" Cantharides, oz., ... 5
" Chloroform, oz. 10
" Croton, oz. 15
" Iodine, oz. 1 00
" Opil, pint 10
" Pot Iodide, oz. 80
" Saponis Co., lb B.P. 1 50
" Sinapis Co., pint 60
" Terebinth, pt. 55
" Terebinth, Acet., pt. 30
Liquor, Ammon. Acet. Fort., lb. ... 50
" " Citras. Fort., lb. 15
" Antim, Perchlor, lb. 20
" Arsenici Hydrochlor., lb. 12
" Arsenicalis, lb. 45
" Bismuth, lb. 1 30
" Camphor Co. for B.P. Tinc.,lb 1 00
" Carbo Detergens, lb. 25
" Donovani, lb. .....

Liquor Ferri Acetas, Fort., lb. 40
" " Iodide, lb. 2 10
" " Perchlor. Fort., lb. 15
" " Pernit, lb. 20
" " Persulph., lb. 25
" " Phos., lb. 80
" Hydrarg. Perchlor, lb. 30
" " Nit. Acid, lb. 1 00
" Plumbi. Acetas, lb. 12
" Potassae, lb. 12
" Pot Citras, lb. 40
" Santal Flav. Co., lb. 1 50
" Soda, Chlor., lb. 15
" Soda Ethylate, oz. 25
" Strychnine, lb. 40
" Zinci Chlor., lb. 40
Liquorice, Paste, lb. 25
" Powd. Extract, lb. 40
" Solazzi, lb. 50
" Y & S. sticks, 6 to pound, lb. 30
" " Acme Pellets, 5 lb. tins. 2 00
" Bitartrate, oz. 20
" Bromide, oz. 30
" Carbonate, oz. 15
" Chloride, oz. 20
" Citrate, oz. 18
" Glycerophos., oz. 35
" Iodide, oz. 80
" Metal (15 gr. bots.) each 1
" Nitrate, oz. 35
Lithia, Benzoate, oz. 16
" Salicylate, oz. 18
" Tartrate, oz. 35
Litmus, Granular, lb. 60
" Cubes, lb. 35
Loretin (25 grammes), each 60
Losophen, oz. 2 20
Luminae, oz 3 00
" and Soda, oz. 3 00
Lunulin oz. 30
Lycopodium, lb. 75
Lycetol, oz 3 25
Lysidine (25 grammes), each 2 00
Lysol 1 kilo each 1 00
" ½ kilo, each 55
" ¼ kilo, each 30
" 100 grammes, each 18
Magnesium, Acetate, oz 15
" Ammonia, Phosphate, oz. 20
" Borocitrate, oz. 25
" Bromide, oz. 20
" Carb. (ounces) lb. 20
" " (ponderous), lb. 25
" " (powdered) lb. 15
" " (Calcined), lb 40
" " (ponderous), lb. 30
" Chloride, oz. 30
" Citrate, lb. 35
" Glycerophosphate, oz. 25
" Hypophosphite, oz. 55
" Iodide, oz. 10
" Nitrate, oz. 12
" Oxide, oz. 90
" Phosphate, oz. 90
" Powdered, oz. 75
" Ribbon, oz. 12
" Salicylate, oz. 5
" Silicate, oz. 10
" Sulphate, C.P., dried, lb. 15
" " Commercial, lb. 30
" Sulphite, oz. 10
" Sulphocarb., oz. 80
" Wire, oz. 1 50
Malakin, oz. 1 50
Mallein (5 gramme tubes), each ... 1 00
Maltose, oz. 50
Manganese, Borate, oz. 15
" Bromide, oz. 20
" Carbonate, oz. 12
" Chloride, oz. 45
" Citrate, oz. 1 30
" Glycerophos., oz. 1 00
" Hypophos., oz. 25
" Iodide, oz. 55
" Metal, oz. 20
" Oxide, pure heavy, oz. .....

Manganese Oxide, Commercial, lb.... 7
" " Black, pure, lb. 80
" Black, granular, lb. 12
" Peptonized, oz. 30
" Peroxide, oz. 10
" Phosphate, oz. 20
" Phosphite, oz. 15
" Sulphate, oz. 10
" Sulphite, oz. 40
Manganous, Chromate, oz. 30
Manna, oz. 10
Mannit, oz. 35
Medinal, Powder, oz. 1 80
Medualladen, 25 grammes, each 4 00
Menthol, oz. 50
Menthoxal, oz. 20
Mercaptol, oz. 20
Mercuro-iodo-hemol, oz. 1 25
Mercur-Thymol, Acetate, oz. 75
Mercury, lb. 1 00
" Acetate, oz. 20
" Bichlor. (Corros. Sublimate) lb 1 00
" " Pulv., lb. 1 05
" Biniodide, oz. 30
" Bisulphate, oz. 10
" Bromide, oz. 25
" White Chalk, oz..... 10
" Chloride (Calomel) lb. 1 35
" Chl. Am. (White Precip.) oz.... 15
" Cyanide, oz. 25
" Formate, oz. 25
" Gallate, oz. 40
" Iodo Chloride, oz. 30
" Iodo Viride, oz. 30
" Nitrate Cryst., oz. 15
" Nitric, Oxide, (Red Precip.) lb. 1 20
" Oleate, 10 p.c. oz. 18
" " 20 p.c., oz. 20
" B.P., 1898, oz. 25
" Oxide, Flav., oz. 12
" Oxychloride, oz. 10
" Oxycyanide, oz. 30
" Oxycyanuret, oz. 40
Salicylate, oz. 30
" Sulph. Flav. (Turpeth Min'l) oz 15
" " with Sulph. (Ethlops Min'l) oz. 10
" Sulphate, bl., oz. 15
" Sulphocyanide, oz. 20
" Tannate, oz. 20
Mesotam, oz. 60
Methylal, oz. 25
Methylene, Bichloride, oz. 40
" Iodide, oz. 1 25
Metol, oz. 55
Microcosmic Salts, oz. 10
Migrainin, 25 grammes, each 1 50
Milk Sugar, lb. 20
Mistura, Ferri, Co., lb. 60
" Glycyrrhiza Co. (U.S.P.) lb.... 60
Molybdenum, metal, pure, oz. 1 20
" Oxide, pure, oz. 50
" Sulphide, oz. 1 05
Morphia, Alkaloid, oz. 4 25
" Acetate, oz. 4 40
" Bromide, oz. 4 50
" Hydrobromate, oz. 7 00
" Meconate, oz. 4 40
" Muriate, oz. 4 40
" Phthalate, oz. 3 65
" Sulphate, oz. 4 30
" Tartrate, oz. 5 75
" Valerianate, oz. 7 10
Mollin, ½ kilo tins, each 1 00
Monochlorophenal, oz. 25
Moss, Iceland, lb. 20
" Irish, lb. 1
" " bleached, lb. 20
Mulberry Juice, oz. 10
Musk, Canton, oz. 1 50

Musk, pure grain, grain 10
Mydrine, 1 grain bots., grain 60
Myrtol, oz. 1 20
Naptha, Mineral, pt. 30
" Wood, lb. 1 10
Napthaline, E.P., Cryst., oz. 12
" E.P., Pulv., oz 15
" Balls, lb. 6
" Flake, lb. 7
Napthol, Alpha, Recryst, Medic'l, oz 25
" Beta, Recryst, Medicinal oz. 12
" Beta, Benzoate, oz. 25
Narceine Pure Cryst., oz., each 13 00
" Hydrochlor, oz., each 13 00
Narcotine, oz. each 2 75
Neurodin, oz 2 00
Nickel, metal, oz.
" Bromide, oz. 30
" Carbonate, oz. 15
" Chloride, oz. 10
" Iodide, oz. 70
" Nitrate, oz. 10
" Oxide, oz. 20
" Phosphate, oz. 15
" Salt, lb. 22
" Sheet, oz. 10
" Sulphate, oz. 10
Nitro Benzene, oz. 20
Nosophen, oz. 2 50
Novaspirin, oz. 80
Nux Vomica, Powd., lb. 20
Nylanders, Reagent, lb. 1 00
Oil Amber, crude, lb. 60
" " rectified, lb. 70
" Amygdal, Amara, pure, oz. 60
" " Artificial, oz. 12
" " Persic, oz. 45
" " Dulc, lb. 65
" Angelica, oz. 1 00
" Aniline, oz. 10
" Bergamot, oz 65
" Anise, oz 22
" Banana, lb. 50
" Bays Green, oz 5
" Bay Rum, oz. 30
" Apple, oz. 20
" Cade, oz. 5
" Cajeput, oz. 12
" Camphor, lb. 55
" Cansicum, oz. 50
" Caraway, oz 25
" Cassia, oz. 15
" Castor, English 1st, lb. 15
" " 2nds, lb. 14
" " Pharmaceutical, lb. 15
" " Italian, lb 22
" " French, lb 20
" Cedar, Pure, lb. 1 25
" Cedar, No. lb. 60
" " Wood, lb. 50
" Cedrat, oz 55
" Cedri Ligni for Microscopy, oz 50
" Celery, oz. 1 00
" Chaulmoogra, oz. 12
" Chamomile, oz. 2 25
" Cinnamon, True, oz. 1 00
" Citronella, Coml., lb. 70
" " Opt., lb. 85
" Cloves, oz 15
" Cocoanut, lb. 25
" Cod Liver, N.F., gal 1 60
" " Norway, gal 1 80
" Cognac, green, oz. 1 75
" " White, oz. 1 00
" Cologne, oz. 80
" Copaiba, oz 20
" Coriander, oz. 90
" Cotton Seed, gall. 80
" Croton, oz. 15
" Cubebs, oz 40
" " Oleo Resin, oz. 40
" Cumin, oz. 45
" Dill, oz. 35
" Erigeron, oz. 25
" Eucalyptus, oz. 10
Oil Fennel, oz. 20
" Fusel, pt. 1 50
" Gin, oz. 1 00
" Golden Rod, oz.
" Goose, lb.
" Hemlock, pure, lb. 1 15
" " No. 2, lb. 75
" Jasmine, oz. 30
" Juniper, Berries, oz. 12
" " Wood, lb. 60
" Lavender, Eng., oz. 1 75
" " Exolic, oz. 15
" " French, oz. 45
" " Garden, oz. 10
" Lemon, Opt., lb. 4 75
" " Grass, oz. 25
" Linseed, Boiled, gal 78
" " Raw, gal. 75
" Mace, Essential, oz. 20
" Mace, Expressed, oz. 12
" Mullein, oz. 50
" Malefern, oz. 25
" Muguet, oz 75
" Mustard, artificial, oz. 22
" " Essential oz. 60
" Myrhane, lb 20
" Neatsfoot, gal. 1 00
" Neroli oz. 3 00
" Nutmegs, oz. 20
" Olive, Green, gall 1 75
" " Yellow, gal. 1 75
" Orange, oz. 30
" " Bitter, oz. 30
" " Sweet, oz 20
" Origanum, White, oz 85
" " Red, Pre., lb. 50
" Origanum, No. 2, lb. 25
" Palm, lb 40
" Palma Rose, oz. 1 00
" Patchouli, oz 20
" Pennyroyal, oz. 90
" Pepper, black, oz.
" " Oleo Resin, oz. 2 50
" Peppermint, Amer., oz. 38
" " English, oz 80
" " Todds, oz 45
" Petit., gran., oz. 1 25
" Petrolatum, gal 1 20
" Phosphorated, oz 10
" Pimento, oz. 30
" Pine needles, oz. 20
" Pinnus, pumilhon, oz. 30
" Pinus, Sylvestris, oz 15
" Poppy, oz 7
" Rangoon, Pure, lb 25
" Rhodii, oz 60
" Rose, No. 2, ½ each 1 75
" Rose Virgin, ½lb each 9 75
" Rosemary, Opt., oz 10
" " Coml., lb. 65
" Rue, oz. 50
" Rum, oz 20
" Santal, opt., oz 45
" " Patent, gall 1 20
" Santal, Opt., oz. 55
" " W. I., oz. 30
" Sassafras, lb. 1 50
" " Artificial, lb 75
" Savin, oz 20
" Sesame, gall. 2 00
" Skunk, lb 60
" Spearmint, oz. 45
" Sperm, gall 1 75
" Spike, Coml., lb 35
" " Fleur, oz 1 50
" St. Johnswort, lb 75
" Spruce, lb. 1 00
" Tansy, oz 15
" Tar, lb 10
" " Birch, lb 10
" Wine, oz 10
" Wintergreen, oz 25
" " Artificial, oz 10
" Wormseed, oz. 10
" Wormwood, oz. 1 00
Oil Ylang Ylang, oz. 6 50
Oakum, lb. 12
Oil Cake, ground, lb. 4
Ointments, Belladonna, lb. 60
" Blue, lb. 75
" Boracic Acid, lb. 50
" Calmine, lb. 40
" Canthar, lb. 60
" Carbolic, lb. 40
" Cetaceum, lb. 75
" Conium, lb. 1 50
" Elder Flower, lb. 1 00
" Gallae, lb. 35
" " Co., lb. 1 50
" Hyd. Ammon Chlor., lb. 60
" " Biniodide, lb 75
" " Compd., lb. 1 25
" " Nitratis, lb. 55
" " Oxide Flav., lb. 90
" " Oxide, Rub., lb. 50
" Iodine, lb. 90
" " Compd., lb. 75
" Iodoform, lb. 1 00
" Picis, lb. 40
" Plumbi, Acetas, lb. 45
" Plumbi, Iodi, lb. 1 50
" Resin, lb 40
" Simple, lb. 50
" Sulphur, lb. 50
" Sulphur compound, lb. 40
" Veratrine, lb. 2 00
" Zinci, Oxide, lb. 40
Oleocreosote, oz. 1 50
Oleo-Resin, Capsicum, oz. 35
" " Malefern, oz. 25
Opium, lb. 7 35
" Pulv., oz. 60
Orange Peel 13
" Ground 15
Orexin, Basic, oz. 1 90
" Tannate, 10 grammes 1 10
Orthoform, oz. 1 40
Ortol, oz. 70
Ovarin Powder, oz. 5 60
Oxymel Squills, lb. 40
Oxysparteine Hydrochlorate, 15 gr. tube, each 40
Phenocoll, Hydrochlorate, 5 gram., bots., each 35
" Chloride, dry, 15 gr. bots., ea. 1 00
Pancreatine, Pure, Active, oz. 20
Papaine, Finkler, oz. 1 85
" Merck's, oz. 65
Paracetphenetidine, oz. 10
Parachlorsalol, oz. 1 00
Paracotoin, 15 gr. bot., each 15
Paracresol, oz. 30
Paraformaldehyde, oz. 15
" Merck's, oz. 15
Paraldehyde, oz. 15
Paranephrin, 1-100 bots. 10 c.c. ea 40
" and Cocaine, Hydroch, tubes of 1 gramme, each 35
Pelletierine, Sulphate, 15 gr. bot., each 1 35
" Tannate, 15 gr. bot., each 20
Pellotine, Hydrochlor., 15 gr. bot, ea 5
Pental, 10 gramme bot, each 75
Pepsine, Boudaults, oz. 1 40
" Scale, Pure Soluble, lb. 3 00
" " Pure, soluble, oz. 25
Peptone, meat, dry, oz. 25
Pepper, long, lb.
Perhydrol, 50 gramme bots., each. 1 10
Petrolatum, Yellow, lb. 14
" White, lb. 15
" Snowwhite, lb. 25
Phenacetine, oz. 25
Phenamid Powd., oz. 1 10
Phenalgine Capsules, oz. 1 50
" Powd., oz. 1 50
" Tablets, oz., 1 50
Phenazone, oz. 25
Phenol, Bismuth, oz. 80

Phenol, Chloride, oz. 45
Phenophthalein, ½ oz., each 10
Phenosalyl, oz. 20
Phenylene, diamine meta hydro, oz. 1 25
" Diamine para pure, oz. 1 25
Phenylhydroxine, Hydrochlor, oz. 55
Phloroglucin, ½ oz., each 60
" Vanillin, ½ oz., each 20
Phosphorus, lb. 90
" Pentachloride, oz. 15
" Pentoxide, oz. 25
" Red, oz. 15
" Trichloride, oz. 30
Picrotoxin, oz. 5 00
Pilocarpine, Alvaloid, 5 gr. bot., ea 40
" Hydrobromate, " " 25
" Muriate " " 15
" Nitrate " " 15
" Salicylate " " 25
" Sulphate " " 25
" Tannate " " 1 30
" Valerianate " " 25
Pipe Clay, in squares, lb. 6
" Tablets, 10 only, 16 grains ea. in tube, tube 1 25
Piperine, 1 oz., each 1 10
Pitch, Black, lb. 5
" Burgundy, lb. 15
Platinic Chloride, 5 per cent. sol.,oz 1 50
Platinum, Bichloride, ½ oz. bot., ea 4 50
" Chloride Solution, oz. 2 25
" Spongy, doz. pieces 6 45
" and barium Cyanide, 5 grain ... 70
" Foil, grain 19
" Foil, grain 18
" and Potash Chlor., oz. 25 00
" Wire, grain 18
Plumbago, lb. 10
Podophyllin, oz. 40
Poppy heads, per doz. 20
Potassium, pure, ⅛th oz., each ... 25
" Acetate, lb. 40
" Acetate, C.P., lb. 55
" Arsenate, oz. 12
" Arsenite, oz. 18
" Benzoate, oz. 18
" Bicarb. lb. 15
" " Pulv., lb. 16
" " C.P., Cryst., lb. 35
" Bichromate, lb. 12
" " C.P. lb. Crystal 50
" Bisulphate, lb. 55
" Bisulphite, lb 85
" Bitart, Pulv., lb. 32
" Bitart., Pulv., C.P., lb. 75
" Borate, oz. 10
" Borotartrate, oz. 60
" Bromide, lb. 63
" " C.P., oz. 10
" Carbonate, lb. 12
" " C.P., lb. 40
" Caustic, Purif. by Alcohol, lb... 60
" " Pure Sticks, lb. 30
" Chlorate, lb. 15
" " Pulv., lb. 16
" " Pulv. C.P. lb. 45
" " C.P., lb. Crystal 30
" Chloride, lb. 20
" Chloroplatinate, 15 gr. bot., ea 2 10
" Chromate Yellow, C.P., oz. ... 10
" Citrate, lb. 85
" " Eff. Bishop's 1 lb. bot., ea 1 50
" And Cobalt Nitrite, oz. 1 25
" Cyanide, Com'l, lb. 22
" " C. P., lb. 30
" Ferri Cyanide, pure cryst., oz. 10
" Hypophosphate, oz. 10
" Fluoride, Pure, oz. 20
" Glycerophosphate, oz. 25
" Hydrogen Sulphide, oz., ... 25
" Metantimoniate, oz. 15
" Hyposulphate, oz. 40
" Hyposulphide, oz. 25
" Iodate, oz. 40
" Iodide, lb. 4 00
Potassium Iodide, C.P., oz. 28
" Lactate, oz. 30
" and Mercury Iodide, oz. 50
" Metabisulphate, oz. 10
" Metal, ½ oz., each 35
" Metantimoniate, oz. 15
" Nitrate, lb. 10
" " C. P., lb. 30
" Nitrite, oz. 15
" Oxalate, Neutral, lb. 65
" Perchlorate, oz. 15
" Permanganate, lb. 20
" " Large Crystals, pure, oz. 10
" Picrate, oz. 40
" Phosphate, C.P., oz. 20
" Prussiate, Red., Cryst., lb. ... 50
" " Red, Pulv., lb. 60
" " Yellow, Cryst., lb. 33
" " Yellow, Pulv., lb. 15
" Pyrophosphate, oz. 20
" Salicylate, oz. 40
" Silicate, lb. 40
" " Pure, dry, oz. 40
" Silicofluoride, oz. 15
" And Soda Borotartrate, oz... 20
" And Soda Tart., C.P., Cryst. lb 65
" Sulphate, Cryst., lb. 15
" " Pulv., lb. 20
" " For Fertilizing, lb. 6
" " C.P., Cryst., oz. 5
" " C.P., Powd., oz. 6
" Sulphite, oz. 15
" Sulphocarb, oz. 60
" Sulphocyanate, oz. 15
" Sulphide, lb. 10
" Sulphuret, lb. 20
" Tartrate, lb. 50
" Neutral, oz. 30
" Tellurate, 15 gr. tubes, each ... 30
Propylamine, oz. 65
" Chlor., oz. 2 50
Protargol, oz. 1 60
Protan Powder, oz. 50
Pulvis, Aloes Co., lb. 30
" Amygdal, lb. 60
" Antimon Co., lb. 60
" Aromatic or Cinnamon Co., lb 75
" Creta Aromat., lb. 50
" " Camph., lb. 20
" " C. Opii, lb. 75
" For Mistura Creta, lb. 35
" Ipecac Co., oz. 12
" Jalap Co., oz. 5
" Kino Co., oz. 10
" Licorice Co., lb. 20
" Opii Co., oz. 10
" Rhei Co., lb. 50
" Scammony Co., oz. 30
" Seidlitz, lb. 20
" Tragacanth Co., lb. 45
" Thompson's Composition, lb.. 25
Ptyalin, Active, oz. 1 25
Putty Powder, lb. 60
Pyoktannin, blue, oz. 1 50
" Yellow, 10 grammes for 50
Pyramidon, oz. 2 00
" Salicylate, oz. 1 75
Pyrenol, oz. 1 40
Pyrocatechin, oz. 45
Pyridin, C.P., oz. 25
Pyrodin, C.P., oz. 1 60
Pyrogallol, Bismuth, oz. 1 35
Pyrolignine, oz. 1 20
Pyrozone, 3 per cent., doz. 6 50
Quartz., Cryst., oz. 10
Quassia, Chips, lb. 10
Quassin, Cryst., C.P., 15-gr. bot.,ea 1 85
Quinalgen, oz. 1 60
Quinapthol, oz. 3 00
Quinidine, Pure, Cryst., oz. 1 60
Quiniodine, Pure Cryst., oz. 30
Quinine, Acclosalicylate, oz. 92
" Acetate, oz. 62
" Alkaloid,oz. 70
" Arsenate, oz. 52
Quinine, Bisulphate, oz. 47
" Borate, oz. 77
" Bromate, oz. 75
" Bromide, oz. 40
" Cacodylate, oz. 2 25
" Citrate, oz. 67
" Dihydrochlorate, oz. 1 25
" Ferro Cyanide Hydro., oz..... 50
" Glycerophosphate, oz. 1 25
" Hydrobomate, oz. 52
" Hydrochlorate, oz. 45
" Hydrochloride, oz. 59
" Hydriodate, oz. 62
" Hypophosphite, oz.... 92
" Iodide, oz. 77
" and Iron Valerianate, oz. 1 00
" Lactate, oz. 52
" Phosphate, oz. 50
" Salicylate, oz. 62
" Sulphate, German, oz. 40
" Howard's, oz. 40
" Tannate, oz. 55
" and Urea Hydrochlorate, oz.... 60
" Valerianate, oz. 75
Quinoline, oz. 75
Resorcin, oz. 15
" Recrystal, oz. 15
" Resublimed, oz. 35
Rhigoline, lb. 75
Rice Flour, lb. 9
Rodinal, 3 oz. bottle for 60
Root, Aconite, lb. 25
" Aconite, Pulv., lb. 30
" Alkanet, lb. 20
" Angelica, lb. 40
" Arnica, lb. 75
" Belladonna, lb. 20
" " Powd., lb. 30
" Blood, lb. 10
" Pulv. lb. 20
" Burdock, lb. 25
" " cut, lb. 26
" Calamus, lb. 40
" Colchici, lb. 35
" Columbo, lb. 20
" Curcuma, Pulv., lb. 15
" Dandelion, lb. 15
" Dock, Yellow, lb. 15
" Elecampane, lb. 15
" " Pulv. lb. 20
" Galangal, lb. 15
" Gentian, lb. 13
" " Pulv., lb. 16
" Ginseng, oz. 60
" Golden Seal, whole, lb. 8 25
" " Powd., lb. 9 00
" Hellebore, White, Pulv., lb.... 20
" Ipecac, oz. 22
" Jalap, lb. 70
" " Pulv., lb. 75
" Leptandrin, lb. 30
" Licorice, extra select, lb. 15
" " " small sticks, lb. 20
" " Pulv., lb. 16
" Mandrake, lb. 16
" " Gr'd, lb. 18
" Marshmallow, lb. 40
" Orris, lb. 20
" " Pulv., lb. 30
" Pareira Brava 40
" Pleurisy, lb. 50
" Pyrethrum, lb. 50
" Rhatany, lb. 40
" Rhei, E.I., lb. 90
" Rhei, E.I., Pulv., lb. 1 00
" " Turkey (so-called) oz..... 15
" " " Pulv., oz. 20
" Sasparilla, Honduras, lb. 50
" Mexican, lb. 30
" Senega, lb. 1 15
" Serpentaria, lb. 80
" Sombul, lb. 40
" Spigelia, lb.... 90
" Squills, White, lb. 12
" " Pulv., lb. 30

Rock Stone, lb. 20
" Fermentilla, lb. 40
" " Pulv. lb. 55
" Valerian, lb. 20
" Veratrum, Viride, lb. 20
Rosamine, oz. 30
Saccharine, oz. 20
Saffron, Amer., oz. 10
" Spanish, oz. 1 45
Sal Acetosella, lb. 25
" Carlsbad, Artificial, lb. 15
" Cranoichard, lb. 75
" Epsom, lb. 3
" Howard's, lb. 5
" Glauber, lb. 3
" Nitre, (Potash) Crystal, lb. 1
" " Gran., lb. 9
" (Soda) Cryst., lb. 6½
" Nitre, Gran., lb. 6½
" Prunella, lb. 25
" Rochelle, lb. 28
" Rock, lb. 3
" Soda, lb. 2
Salicine, oz. 50
Saligenin, 15 gr. bots., each 50
Salol, oz. 14
Salophen, oz. 30
Salsuginarine, Alkaloid, 15 grain bots., each 1 10
Salsuginarine, Alkaloid, 15 grain bots., each 35
" Nitrate, 5 grain bots, each 40
" Sulphate, 5 gr. bots. ea. 50
Salvoform, oz. 1 00
Santonine, oz. 3 00
Santyl, Liquid, oz. 1 50
" Tablets, tube 50
Saponin, ½ oz. bot. 15
Scillipicrin, 15 gr. bots., each 30
Scopolamine, Hydrochlor., 3-gr. bot. 50
Seeds, Angelica, lb. 60
" Anise, lb. 14
" " Pulv. lb. 15
" " Star, lb. 40
" Annatto, lb. 10
" Burdock, lb. 30
" Canary, lb. 10
" Cardamon, Decort, lb. 2 75
" Malabar, lb. 2 50
" " Pulv., lb. 2 55
" Caraway, lb. 12
" Celery, lb. 40
" Caraway, pulv., lb. 20
" Colchici, lb. 55
" " Pulv. lb. 40
" Conium, lb. 30
" Coriander, lb. 13
" " Pulv., lb. 20
" Croton, lb. 25
" Cumin, lb. 20
" " Pulv., lb. 25
" Dill, lb. 70
" Fennel, lb. 30
" " Pulv., lb. 30
" Flax, lb., 6
" Pure Ground, lb. 6½
" Foenugreek, Pulv. 10
" Hemp, lb. 7
" Hyoscyamus, lb. 50
" Hyssop, lb. 35
" Jambul, oz. 15
" Lobelia, lb. 75
" Maw, lb. 25
" Mustard, white, lb. 20
" Pumpkin, lb. 20
" Quince, lb. 1 35
" Rape, lb. 8
" Sabadilla, lb. 23
" " Pulv., lb. 25
" Stavesacre, lb. 30
" " Pulv., lb. 35
" Stramonium, lb. 30
" Stropanthus, oz. 10
" Sunflower, lb. 9
" Wormseed, lb. 35

Selenium, in sticks, oz. 1 50
Silica, powd., oz. 10
Silver, Bromide, oz. 2 00
" Chloride, oz. 90
" Citrate, oz. 1 75
" Cyanide, ¼-oz. 40
" Iodide, oz. 2 00
" Metallic, Pulv., oz. 1 50
" Neuclinate, oz. 1 00
" Nitrate, cryst., oz. 60
" Fused, oz. 70
" Oxide, oz. 1 75
" Precipitated, oz. 3 50
" Sulphate, oz. 2 00
" Wire, oz. 5 00
Snuff, Copenhagen, lb. 1 00
Snuff, Mace, lb. 68
" Scotch, lb. 65
" Lorillards, lb. 1 10
Soap, Arsenical, lb. 40
" Balsa, Asn, lb. 50
" Castile, Conti, bar 60
" Such, lb. 15
" " Pulv., lb. 20
" Curd, lb. 35
" Cocoanut, lb. 20
" Soft, English, lb. 12
" White, lb. 50
" Whale Oil, lb. 12
" " C.P., oz. 3
Soda, Acetate, lb. 10
" Pure, fused, oz. 12
" Aluminate, oz. 15
" And Ammonia Phos. (Microcosmi Salts), lb. 85
" Arsenate, pure, dry, oz. 20
" Arsenite, Pure, oz. 10
" Ash, lb. 5
" Benzoate, oz. 10
" " from Benzoic Acid, oz. 25
" Bicarb., lb. 4
" " Chances, lb. 10
" " Crystals, lb. 40
" " Howard's, lb. 5
" Bichromate, fused, oz. 10
" Biphosphate, oz. 10
" Bisulphate, pure, cryst., lb. 35
" Bisulphite, lb. 20
" " Comm., Dry, lb. 20
" " Pure, dry, lb. 75
" Bitartrate, Cryst., oz. 10
" Bromide and Caffeine Cit., lb. 1 00
" Bromide, Gran., lb. 60
" Cacodylate, oz. 80
" " ¼ oz. 10
" Carb., C.P., Cryst., lb. 20
" " C.P. dried, lb. 15
" Carbolate, oz. 20
" " Gran., lb. 10
" " Sticks, lb. 30
" "Sticks, pure, by alcohol, lb 60
" Chlorate, lb. 75
" Choleate, oz. 20
" Chloride, pure, oz. 10
" Cinnimate, oz. 40
" Citrate, oz. 10
" Ditho, Salicylate, Beta, oz. 85
" Solution, oz. 30
" " Richardson's, oz. 5
" Ethylate, dry, oz. 60
" Fluoride, oz. 20
" Formate, oz. 12
" Glycerinophosphate, oz. 18
" Hippurate, oz. 30
" Hypochlorite, Solution, oz. 10
" Hypophosphite, oz. 12
" " C.P. oz. 60
" Hyposulphate, oz. 25
" Hyposulphite, lb., C.P. 20
" Iodide, oz. 37
" Lactate, Syr., oz. 25
" Meconite, oz. 2 25
" Metaphosphate, oz. 20
" Naptholate, oz. 75
" Nitrate, Crude, lb. 5

Soda Nitrate, Pure Cryst., oz. 10
" Nitro-prusside, oz. 60
" Nitrite, lb. 50
" " C. P. sticks, oz. 12
" Oleate, oz. 12
" Oxalate, oz. 10
" Paracresotate, oz. 75
" Perborate, Medicin., oz. 18
" Permanganate, oz. 30
" Phosphate, Gran., lb. 10
" " Pure, lb. 30
" " C.P. Cryst., lb. 35
" " C.P., Pulv., lb. 40
" Phosphate, C.P., dry, lb. 45
" Phosphomolybdate, oz. 40
" Phosphite, oz. 20
" Pyrophosphate 15
" " Pure, oz. 85
" Salicylate, lb. 35
" " Natural, oz. 1 50
" Santoninate, oz. 6
" Silicate, lb. 40
" " Natural, oz. 30
" Silicofluoride, oz. 22
" Succinate, oz. 17
" Sulphate, C. P., Cryst., lb. 27
" " C. P., Dried, lb. 7
" Sulphite Cryst., or Gran., lb. 20
" " C. P. lb. 32
" " Dried, C.P. lb. 25
" " Pure, Recryst., oz. 12
" Sulphocarb. oz. 65
" Sulphosalicylate, oz. 50
" Sulphovinate, oz. 20
" Tannate, oz. 75
" Tartrate, C. P., oz. 15
" " Neutral, oz. 15
Sodium, Metal, ¼ oz. bots., each 3 25
" Acetic, Theocin, oz. 10
" Fluoride, oz. 1 45
" Glycollate, oz. 35
" Iodide, oz. 20
" Plumbate, oz. 20
" Stannate, oz. 25
" Sulphohydrate, oz. 60
Solanine, 15 gr. bots. each 50
Solution Clemens (Arsenic Brom.) lb 20
" Dobell's, lb. 5
" Fehlings No. 1 oz. 10
" Fehlings No. 2, oz. 65
" Hydrarg, Bichlor., lb. 10
" Nitroglycerine, 1 per. cent., oz 20
" " 10 per cent., oz. 35
" " 25 per cent., oz. 25
" Soda, Hydrochlorate, oz. 60
" Vlemmicks (Calc. Sulph.), Wr 50
Somatose, oz. 1 25
Spartein, Sulph. oz. bots., each 55
Spermaceti, lb. 65
Spirits, Ammon.. Aromat., lb. 90
" Camphor, pt. 80
" Chloroform, lb. 75
Stannous, Chloride, C.P., oz. 12
Stannic Chlorate, C.P., oz. 25
" Chloride, oz. 40
Starch, Powd., lb. 8
Stearine, lb. 30
Stovaine, 5 gram., each 1 00
Strontia Chloride, oz. 10
" Bromide, oz. 10
" Carbonate, oz. 10
" Chlorate, oz. 20
" Iodide, oz. 38
" Lactate, oz. 15
" Muriate, oz. 3
" Nitrate, lb. 20
" Oxalate, oz. 10
" Oxide, Caustic Cryst., pure, oz. 10
" Phosphate, oz. 15
" Salicylate, oz. 10
" Sulphide, oz. 15
Stropanthin, 5-gr. tube 30
Strychnine, oz. 1 00
" Arsenate, oz. 1 30
" Arsenite, oz. 1 30

Strychnine Citrate, ¼th 20
" Glycerophosphate, oz. 2 50
" Hydrochlorate, oz. 40
" Hypophos, oz. 2 00
" Nitrate, oz. for 75
" Phosphate, oz. for 1 75
" Sulphate, oz. 1 00
" Valerianate, ¼ oz. for 75
Stypticin, 15 gr. bot., each 50
" Tablets, box, each 50
Styptol Tablets, tubes of 20, each 50
Styrone, liq., oz. 1 25
Succus Conium, lb. 1 00
" Taraxi, oz. 10
Sucrol, oz. 1 00
Sulfonal, oz. (Mercaptol) 20
Sulphaminol, oz. 2 00
Sulphur, Chloride, oz. 15
" Iodide, oz. 42
" Precipitated, lb., pure 25
" " Opt. lb. 25
" Powdered, lb. 4
" Sublimed, lb. 4½
" " Extra, lb. 5
Sulphur, Roll, lb. 4
" Vivum, lb. 6
Tamarinds, lb. 15
Tannalin, oz. 85
Tannigen, oz. 85
Tannoform, oz. 40
Tannopine, oz. 1 00
Tar, Barbadoes, lb. 12
" Stockholm, lb. 15
Tartarus Boracuscatas, oz. 60
Terebene, oz. 10
Terpin, Hydrate, oz. 10
Terpinol, Liquid, oz. 15
Thallium Sulphate, oz. 3 75
Theobromine, oz. 85
" and Soda Salicylate, oz. 40
Theocin, oz. 3 40
Theocine, Soda Acetate, oz. 3 00
Thermodin, 25 grammes for 1 25
Thiocarbamide, oz. 1 00
Thiocol, oz. 1 25
Thioform, oz. 75
Thiol, oz. 40
Thiosinamine, oz. 75
Thorium, Nitrate, ½ oz. each 20
Thymol, oz. 22
Thyraden, oz. 1 35
Thyroidine, oz. 1 35
Tin, Metal Sticks, oz. 20
" Granulates, lb. 1 65
" Mono Sulphide, oz. 25
" Powder, Fine, oz. 25
Tin. Rasped, oz. 12
Titanum, oz. 75

Toluene, lb. 65
Tow, lb. 30
Tribromphenol, oz. 1 60
" Bismuth, oz. 75
Triethylate, oz. 60
Trilerin, oz. 1 00
Trikresol, oz. 15
Trimethylamine, oz. 50
Trional, oz. 75
Tropacocaine, 5 grams for 60
Trumaticin, oz. 20
Tumenal, 25 grammes for 50
Turpentine, China, oz. 50
" Venice, lb. 15
Unguentum, Crede, oz. 1 00
Uranium, Acetate, oz. 60
" And Ammon Fluoride, oz. 1 10
" Chloride, oz. 60
" Nitrate, oz. 50
" Oxide, oz., yellow 90
Uranium Sulphate, oz. 60
" Sulphocarbolate, lb. 80
Urea Crystals, Pure, oz. 20
" Nitrate, oz. 45
Urecedin, oz. 60
Urethane, oz. 32
Urotropin, Schering's, oz. 80
Vanadol, oz. 1 00
Vanilline, oz. 90
Veratria, Pure, ¼th, oz. for 40
Verdigris, balls, lb. 25
" Pulverized, lb. 40
Veronal, oz. 1 80
" Tablets, tubes of 10 each 70
Vinegar, Cantharides, lb. 60
" Squills, lb. 12
Water, Anise, lb. 10
" Camphor, lb. 10
" Cherry Laurel, lb. 30
" Chlorine, lb. 10
" Cinnamon, lb. 8
" Dill, lb. 15
" Distilled, gall. 15
" Elderflower, lb. 3
" Fennel, lb. 10
" Lime, pt. 7
" Orange Flower, lb. 25
" Peppermint, lb. 20
" Rose, lb. 30
Wax, Bayberry, lb. 50
" Brazil or Carnauba, lb. 80
" Ceracine, lb. 30
" Japan, lb. 20
" Parafine, lb. 10
" White, No. 1 lb. 65
" White, No. 2, lb. 24
" Yellow, (Beesewax) lb. 55

Wine, Aloes, B.P., lb. 60
" Antimony, lb. 35
" Colchici, Rad., lb. 50
" " Sem., lb. 50
" Ergot, lb. 50
" Ipecac, lb. 60
" Iron, lb. 40
" " Citrate, lb. 50
" Opium, lb. 1 25
" Orange, lb. 25
Xylol, oz. 10
Yohimbine, Cryst. (3 gr. tubes) ea. 1 50
" Tablets, (tubes of 10), each.... 80
Zinc, Acetate, pure, oz. 10
" Benzoate, oz. 20
" Bromide, oz. 15
" Carbolate, oz. 15
" Carbonate, lb. 30
Zinc, " Precip., oz. 10
" Chlorate, fused, oz. 15
" Chloride, fused, oz. 10
" " Granul., oz. 10
" Cyanide, oz. 15
" Ferrocyanide, oz. 15
" Foil, oz. 10
" Granulated, lb. 20
" " free from Arsenic, oz. 6
" Hypophosphite, oz. 40
" Iodide, oz. 60
" Lactate, oz. 20
" Metal, pure, oz. 10
" Nitrate, pure, oz. 15
Zinc Oleate, oz. 5
" Oxide, lb. 15
" " Pure, lb. 20
" " Hubbuck's, lb. 60
" " Dry process, lb. 22
" " Wet process, lb. 60
" Permanganate, oz. 40
" Phosphate, ... 15
" Phosphide, oz. 25
" Salicylate, oz. 30
" Stearate, oz. 15
" " Comp. oz. 50
" " with Aristol, oz. 3 00
" " with Ichthyol, oz. 80
Zinc Sulphate, Pure, lb. 15
" " C.P., Cryst., lb. 20
" " C.P., Gran., lb. 25
" " C.P., Dried, lb. 50
" Sulphide, pure, oz. 25
" Sulphite, oz. 25
" Sulphocarb., oz. 15
" Sulphydrate, oz. 35
" Sulphuratum, oz. 12
" Tannate, oz. 10
" Valerianate, Pulv., oz. 25
" " Cryst., oz. 30

The Signature of Chas. H. Fletcher. Is on Every Wrapper of

CASTORIA

Jobbers sell less than dozen at $3.00 per dozen.

Jobbers sell 3 dozen or over at $2.80 per dozen

Send for
Cards, Cartons and Counter
Wrappers.

Genuine CASTORIA Always

Bears the Signature of

Chas. H. Fletcher.

THE CENTAUR COMPANY
250 WEST BROADWAY, NEW YORK CITY.

Chas. H. Fletcher. President.

The Canadian Druggist

Vol. xxvi Toronto, September, 1914 No. 9

Pharmacy in Great Britain.

A Brief Report Showing how the European War has, so far, affected the Pharmaceutical World.

So many tremendous events have taken place since I last wrote that everything unconnected with the great war has dwindled into insignificance. Pharmaceutical politics have been completely forgotten, and although the Insurance Act continues to work as usual, nobody talks about it ; in fact for the last fortnight the sole topic of the newspapers and of conversations has been the war. As you have already seen from the public press, even on the mere summon of war the money market became disorganized and prices of food began to rise rapidly ; when war was declared by Great Britain against Germany the banks were closed for four days, and when they opened millions of one pound notes were ready for distribution. Yet in spite of most unheard of things there was nothing like a panic in London, and ordinary people went about their ordinary occupations as if nothing unusual was happening. As a result of Government action, a financial panic was averted, and prices of foods were kept within reasonable limits. These, of course, are early days, and before this letter, which I am writing on August 11th, reaches you many things may have happened. Ordinarily the holiday season is in full swing at this time of the year, but the majority of people who were at the seaside, especially at east and south coast places, returned home immediately, and most of those who had made arrangements to go to the seaside decided to stay away. This for two reasons, first, because the military are all along the coast, and a sea fight in the North Sea may be imminent, and secondly, because it is deemed wise to be careful in spending money, for whatever happens trade is bound to be bad for many months, and money scarce. Thousands and thousands of people are necessarily out of work because of the difficulty of obtaining raw material and also because the public is making as few purchases as possible and consequently the demand for most luxuries is at a standstill.

The supply of drugs in the country is probably ample to meet reasonable requirements, but it will be necessary to avoid wastage and for doctors to be economical in prescribing. Prices have naturally advanced considerably, the advances being most pronounced in the case of synthetic products, and drugs made under German patents. Antipyrin, Phenacetin, Suphonal and so on are much dearer, as also are Bromides, Salicylates, Iodides, Carbolic Acid, Glycerin, Opium, Morphine, Codeine, etc. Immediately after war had been declared, wholesale houses notified their customers that their list prices were without engagement, and in the drug market it was difficult to obtain quotations. Bandages and other surgical dressings are already from 15 to 20 per cent. higher in price. Otherwise the business of pharmacy is going on much as usual with the exception that the demand for toilet articles and jewelry goods has fallen off considerably.

The decision of the Bradford Magistrates that Wincarnis with Quinine could not legally be sold by a chemist who had no wine license has been reversed on appeal to the Bradford Petty Sessions. As the law stands at present wines may not be sold without a license, but the Board of Customs and Excise makes a concession that allows chemists who have no license to sell certain medicated wines. One option is Wincarnis with Quinine. But the value of this concession is questionable, because the police authorities, whose duty it is to institute proceedings under the Licensing Act, give the view of the Customs and Excise Commissioners, and in several instances have prosecuted chemists for selling the wine mentioned, or in other words, doing something which the Commissioner considers to be quite legal. Some amendment of the law is evidently necessary, for under the present conditions it is very difficult for chemists to obtain licenses, and they therefore have to refuse to sell many medicated wines which are ordered by doctors.

The Committee on "Short Weight" has issued its report and recommendations. The Committee

is unable to support the suggestion laid before them that all goods usually sold by weight must be sold by weight only, and not by package or piece, on the suggestion that all goods must be sold by net weight. The Committee holds, however, that in regard to goods sold by retail (a) short weight should be made a statutory offence, (b) it should be compulsory on vendors who sell by gross weight so to inform the purchaser, (c) it should be a statutory offence for a seller to make false oral representation as to the weight of a measure, (d) tea, coffee and cocoa, (in powder) must be sold by net weight (quantities not exceeding one ounce being excepted), (e), a trader charged with selling goods of short weight should be entitled to acquittal on proving that the shortage is due to unavoidable evaporation or to bona fide mistake.

British Pharmaceutical Conference. 51st Annual Meeting.

This year's meeting of the British Pharmaceutical Conference, which was held at Chester at the end of July, marked the beginning of a second half century of an organization which has accomplished much valuable work. The results of the researches conducted by members of the Conference has been utilized in successive editions of the British Pharmacopoeia, and the new Pharmacopoeia, which is shortly to be published, will embody the essence of much of the work that has been accomplished by the Conference during the past fifteen years, the period that has elapsed since the last Pharmacopoeia was issued.

The President, Mr. E. H. Farr, delivered an address in which he dealt with recent researches on the chemistry of plants, and incidentally made an important proposal with regard to the future revision of the British Pharmacopoeia. At present the Pharmacopoeia is produced and revised by the General Medical Council, although practically all the work done with the object of bringing the volume up to date has in the past been undertaken by manufacturing firms of private pharmacists. The representative pharmaceutical authorities have resolved, however, that until their share in the work of revision is properly recognized they will not give their assistance. Mr. Farr proposed that a Pharmacopoeial Committee, representing both the medical profession and pharmacists, should be established, and that the funds proceeding from the sale of the Pharmacopoeia should be devoted exclusively to defraying the expenses connected with its production, including the investigations required in that connection.

SCIENCE SECTION.

After the President's address the Science Section met for the reading and discussion of papers. In a paper on the adulteration of belladonna leaves Messrs. G. Stafford Allen and H. Deane stated that it had been practically impossible to buy unadulterated belladonna leaves for the past six months, and that some samples consisted wholly of spurious leaves, while others were adulterated to the extent of 80 per cent. They described means by which the adulterants could be detected.

A paper on "The Estimation of Strychnine in Presence of Brucine," was read by D. B. Dott. It is generally agreed that the best method at present known for the estimation of strychnine in presence of brucine is the destruction of the latter by diluted nitric acid, and subsequent extraction of the strychnine by an immiscible solvent. It is known that the acid must not be too strong, or the time of exposure too long, or there will be appreciable loss of strychnine. The author thinks it is more convenient to perform the operation at the ordinary temperature, if the time taken is not unduly long, and if the results are as good as those obtained by shorter exposure at a higher temperature. From a considerable number of experiments he has arrived at the following conclusions: When strong nitric acid is added in the proportion of 1 vol. to 10 vols. of acid solution, and 1 C.c. of the nitric for each 0.25 grains of brucine, a period of 20 minutes at ordinary temperature is sufficient to destroy all the brucine, or all except a negligible trace. On comparing the action of the acid on strychnine at ordinary temperature for 20 minutes, with the action of 40 degrees C. for ten minutes there is appreciably greater loss in the latter case. It seems evident that the nitric acid should be allowed to react at ordinary temperature for twenty minutes, and that higher temperatures are to be avoided. In a paper on the

DETERMINATION OF IRON IN THE PRESENCE OF PHOSPHORIC ACID

C. E. Corfield and W. W. Pratt showed that gravometric determinations of ferric iron in the presence of even small quantities of phosphate give results which are much too high and which are moreover variable among themselves. Recourse must therefore be had to a volumetric method. Both the iodometric method and reduction by stannous chloride give results which are very accurate and can be equally well used in the presence of phosphoric acid. The former method gives results which tend to be somewhat higher—this being due to slight air oxidation of the hydreodic acid. Reduction by zinc or zinc couples has the same disadvantage in the presence of phosphoric acid as it has in its absence—that is the succeeding titration with dichromate cannot be carried to completion.

Commercial Standards for Dried Magnesium Sulphate, etc., were suggested by C. C. Umney and C. T. Bennett, who pointed out that commercial samples of these dried salts are not of constant composition. They think a reasonable standard for dried magnesium sulphate would be that it

should be prepared by drying at 100 C. until it has lost about one-third of its weight, and that the products should contain not less than 25 per cent. and not more than 31 per cent. of water, the solution should be readily and completely soluble in water. The proposed standard for dried sodium sulphate is that it should not contain more than five per cent. of water and the same standard is proposed for sodium sulphate.

"The Purity of Pepsin: Bacteriologically Considered," was the title of a paper by G. Quant, who showed that samples he had examined were contaminated with B. luteritidis sporogenes; he considered that the bacteriological condition of the pepsins of Commerce was not altogether satisfactory, and suggested that such preparations were superior to powders.

Results of experiments made with the object of ascertaining the limits within which solutions of strychnine could be prescribed with alkalies were given by H. Finnemore and G. Williamson. The authors showed that if it is desired to administer strychnine with alkalies it is safer to prescribe the strychnine and the form of tincture of Nux Vomica.

"The Composition of Tinctura Iodi Deodorate" has been uncertain, but W. R. Pratt showed, in a paper on the subject, that the tincture is an alcoholic solution of ammonium iodide, containing about 0.1 per cent. iodoform and in some cases traces of ammonium iodate, hydrosylamine and acetaldehyde.

F. W. Crossley-Holland suggested "An improved method for the admistration of Extractum Filiers Maris Liquidum. His proposal is to make a jelly of the following composition:—Liquid Extract of —ale Fern, 90 minims; Gelatin, 56 grains; Glycerin, 1 drachm; Elixir of Saccharin, 5 minims; Oil of Cinnamon, 1½ minims; water, 265 minims.

In a paper on the "Anaesthetic Ether of Commerce," H. Fumemue showed that all the large hospitals use Aether made from methylated spirit, and that such aether is quite satisfactory. The other papers were as follows:

"The Rate of Dialysis of Alkaloids in Agenous Solution," by H. Fumemue "Analytical Characters of Benzoin," by T. T. Cocking and J.D. Kettle; "The Mineral Constituents of Certain Tinctures and Drugs," by S. Lewis; "The Stability of Cinnamic Aldehyde," by H. A. Phillips; "The Place of Carbon Disulphide in Official Pharmacy," by F. H. Alcock; "The Composition of Glycerophosphate of Commerce," by F. C. Umney and C. T. Bennett; "Liquor Opii Sedations," by R. R. Bennett and T. T. Cocking; "Some Uses of the Tincture Press," by G. W. Pollard.

PRACTICE SECTION.

A very useful and interesting discussion took place in the Practical Section on the "Dispensing of Abnormal Prescriptions." It was opened by G.

Don't Sell Imitations

We have secured a permanent injunction against a manufacturer selling imitation Wrigley's Spearmint. The Supreme Court of Ontario has granted this to us upon presentation of evidence that the public is deceived into buying a fake instead of

This Genuine

The Real Spearmint!

Do yourself full justice by handling the genuine Wrigley's—the most widely advertised gum in Canada—the kind the public likes and wants, because it does not chew "mushy" and granulating—because it's springy and fresh at all times in it's sealed package.

Get the genuine Wrigley's

Wm. Wrigley Jr. Co., Ltd., 7 Scott Street, Toronto

ALWAYS USE

TUCK'S

XMAS CARDS
CALENDARS
POST CARDS
BIRTHDAY CARDS
VALENTINE CARDS
EASTER CARDS
TOY BOOKS
ART NOVELTIES
&c

TRADE MARK

They are the MOST WELCOME, ARTISTIC and UP-TO-DATE

USED BY ROYALTY.

Every "TUCK" Card and other publication bears the name of the firm and our *Easel & Palette* Trade Mark. DO NOT BE MISLED. NONE GENUINE WITHOUT.

RAPHAEL TUCK & SONS CO. LIMITED
9 ST ANTOINE STREET
MONTREAL

O. Peck, who suggested a code of rules for dealing with such prescriptions, which was eventually adopted and referred to the Executive to take such action as might be declared desirable. When any doubt arises in the mind of the dispensers as to the interpretation of a prescription it is, of course, his duty to consult the prescriber; but it happens sometimes that this is impracticable and then the dispenser is in a somewhat difficult position. The code of rules provided that in the case of prescriptions containing an illegible ingredient or an illegible quantity, the dispenser should communicate with the first dispenser, if the prescription has been dispensed previously, or confer with other pharmacists, and that failing any decision that seems to meet the case the pharmacist should decline to dispense the prescription. Rules are laid down for excessive doses, percentage solutions, etc., and on the whole, this discussion represented a useful piece of work. In the practice section there was also a paper on, "Business Science," and another on "The Law as to Dispensing." Mr. G.S. Peck was elected President for the ensuing year, and Scarborough was selected as the meeting place for the next annual meeting.

Toronto Druggist Weds.

Mr. J. C. Wilkinson, of North Toronto, was married on September 1st to Miss Margaret Pears, daughter of Mr. and Mrs. James Pears, of North Toronto.

Mr. Wilkinson conducts a first-class drug store on Yonge St., North Toronto, which he bought some two years ago from Dr. Williams.

Mr. Wilkinson is a Brockville boy, and only recently paid a visit to his old home to spend a few days with his mother prior to joining the ranks of the benedicts.

We unite with our readers in wishing the newly married couple a very happy and prosperous future.

Annual Meeting to be held on "Paper."

Below we reprint a suggestion which comes from Mr. J.T. Pepper, of Woodstock, which appeared in the current issue of the Pharmaceutical Journal. In view of the fact that the Winnipeg meeting has been looked forward to with such enthusiasm, and bid fair to excell all previous meetings, this suggestion is very timely. We could at any rate, have the President's address, and the report from the Secretary. If it were possible to get the papers which were to be read, it should be done, as we feel sure that every pharmacist who is interested in the affairs of the Association, would be glad of this opportunity.

Owing to the war situation, the meeting of the C. Ph. A. at Winnipeg has been postponed indefinitely, and possibly will not be held at all this year. To my mind there are many reasons why our Association cannot afford to lose one year of its young life, therefore, let me suggest that we hold this meeting of the Association on "paper." We could practically have all the meeting this way, except the discussions, handshakes, smiles, pleasures and expenses. I have no doubt but what the address of the President, the report of the Sec. Treasurer, the reports of the Conveners of Committees, the papers to be read, etc., are all ready now. These could be printed in regular order, and would circulate to every member. Any druggist could write comments on any subject, or paper or report, and have letter published in Journal. All could finally be printed in the "Proceedings." There are, no doubt, many items and ideas in these reports that are fresh, important and up-to-date now, that before another year elapses will be ancient history. The local committee at Winnipeg could write up a glowing description of the courteous treatment, gracious hospitality, and abundant entertainment that they had provided for us, and which we had missed.

Personally, I had desired to advance the movement towards a Dominion Diploma, by making an address, and bringing in a resolution that I hoped would be adopted and acted upon.

J. TOLBERT PEPPER,
Woodstock, August 10th.

Personal.

We learn that the extensive additions to the Laboratories of Sharp & Dohme in Baltimore are progressing most satisfactorily. When completed Sharp & Dohme will have one of the most complete and scientifically equipped laboratories in the United States.

C. P. A. Convention Postponed.

By this time practically every one of our readers will have received notice of the postponement of the Convention which was to be held in Winnipeg on August 17, either through the daily papers or by the Secretary of the Association.

It was most unfortunate. Everybody felt that Winnipeg was going to have the best convention ever held. The various committees had done splendid work, in fact nothing was left undone which would help to make the Convention a huge success.

But all will agree that the right thing has been done. At a time when our Motherland is fighting for her very existence, we feel that our first thought should be for our King and country; and we hope that many of our young druggists will volunteer to fight for the honor of the British Empire.

EVERY DRUGGIST
NEEDS A McCOURT LABEL CABINET

See how easily it's done. Quick as thought.

Every label ready for use in a second's time, if it's a McCourt Cabinet.

All the disadvantages of the old style flat gummed labels, such as curling, becoming brittle, sticking together or **getting into the wrong compartment of your label drawer,** are done away with when you install a McCourt Label Cabinet, for the labels come in rolls.

The labels are engraved in rolls of 500. Each roll has an indexed compartment of its own. **It can't get out.** When you want a shop, stock, strip, poison or prescription label you **reach for it.** "Quick as thought" you have it. A twist of the wrist and the little knife has cut it clean and true. **That's the system.**

There is a McCourt Cabinet just the right size for **your store,** no matter how large or small it may be. The Cabinet will contain **just** the labels you **need,** no more. Others may be added from time to time if you wish.

OUR 1914 CATALOGUE

Write for our catalogue and descriptive literature to-day. A postal will do.

We want to show you samples of our labels. We want to tell you the price. You'll be surprised.

The booklet tells an interesting story of why over 10,000 keen men in the drug business are using the McCourt Roll Label System, and how they are saving half their label money. Send the postal now.

McCOURT LABEL CABINET CO., BRADFORD, PA. Dept. 21.

The way to buy your labels. Fine quality, cheap. Always there when you want one.

HOW IS YOUR STOCK OF

WILSON'S INVALIDS PORT

(a la Quina du Perou)

Our advertising campaign this season will be more extensive, by far, than previous years. Be prepared to reap the benefit of this campaign.

Replenish Your Stock

Wilson's Invalids' Port is prepared from the rich juice of selected Oporto grapes and extract of Peruvian Cinchona Bark, absolutely no alcohol or any other ingredients are added.

Wilson's Invalids' Port Agency

87 St. James Street, Montreal

THE GUARANTY

of complete satisfaction or money refunded goes with every package of

PINEX

Behind you, when you make this guaranty to your customer, stands our Old, Strong Company.

There is no quibbling nor side-stepping when a customer is to be satisfied. We refund the full retail price. No lost profits.

The Pinex Company

Ft. Wayne, - - - - Ind.

War Does Not Stop Wrigley—Goes Right Along With New Building in Toronto.

More Room Needed to Turn Out Wrigley's Spearmint Gum.

Work has been stopped on many Toronto buildings pending a settlement of the war, but the Wm. Wrigley, Jr., Company, Limited, manufacturers of the famous Wrigley's Spearmint, are going right ahead—and excavating is now in progress for the largest and finest chewing gum factory in the British Empire, which will be built on Carlaw Avenue, Toronto, Ontario. Such great advances have been made in the Wrigley business in the last four years that a large plant was determined necessary. So many improvements have been made in the process of chewing gum manufacture and methods of packing, such as air tight wax wrappers, that special construction will add much greater efficiency. The building is to be an all-steel concrete and brick structure of the best known pattern, four storeys in height with quarter cut oak trim.

The action of this firm in going along with its plans in spite of the war is commended by the Toronto newspapers, who appreciate the fact that it will keep busy many laborers and artisans who would otherwise be out of work.

Probably many of the Canadian Volunteers will carry Wrigley's Spearmint to the front in the war, as did the Greeks with their war with Turkey. The soldiers found it a great thirst quencher on long marches, and in battle chewing gum served the same purpose, as well as steadying them under the nerve-racking strain.

Mesothhorium as a Cancer Cure.

Recent experiments by German physicians indicate that there is a possible hope for cure of cancer in its early stages by treatment with mesothorium, a radioactive substance found in the monazite sands of North Carolina and Brazil chiefly. Mesothorium is, or was a waste product of the incandescent gas mantle industry, occurring in such small proportion in the thorium salts used that it was regarded merely as an impurity until its radioactive properties were discovered. Now this rare earth is carefully separated from the minerals from which the coating of gas mantles is made and has a value only slightly less than radium. For treatment of cancerous growths a small quantity of mesothorium is enclosed in a silver tube perforated by minute orifices, and worn by the patient constantly over the site of the disease, or a flat boxlike receptacle may be used. It is too early to make positive statements as to the permancy of the cures, but results so far have been very satisfactory.

Kent-McClain Again.

The Jas. Findlay Drug Co. have a very handsome new drug store in Calgary. The outfit is in golden oak, quarter cut, and the cases are of the "Roman" pattern, that all glass construction with marble base. These were all built by Kent-McClain, Limited, (Toronto Show Case Co.), of Toronto.

Window Display of Wrigley's Spearmint, by F. W. Sieverbright, Toronto

Every Man Who Enters YOUR Store

20 IN A PACKAGE

is a possible customer
for these delightful

FATIMA

TURKISH BLEND
CIGARETTES

Their distinctive blend—their distinctive flavor—their distinctive package—have made FATIMAS the choice of the men of nice discriminations.

Handled by the Wholesale Trade.

The Leading Line

Beecham's Pills

- Notice to the Trade -

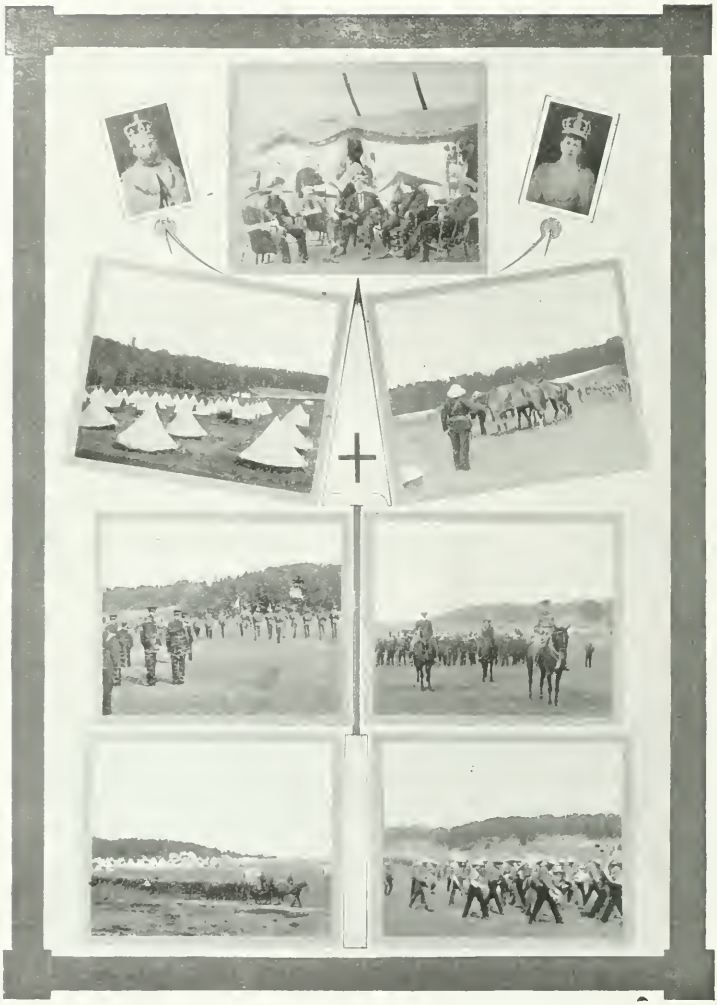
The Proprietor of Beecham's Pills begs to notify the Retail Trade of Canada that in consequence of the liberal advertising which is appearing in the press throughout the Dominion, and the fact that Beecham's Pills are so well-known and valued by the residents who have come from the British Isles, the demand is rapidly increasing, and retailers are recommended to purchase Beecham's Pills in larger quantities and obtain the advantage of a better price. The following firms are the Distributing Agents:

All Depots and Branches of the National Drug & Chemical Co. of Canada, Limited.
Messrs Lymans Limited., Montreal.
Messrs Lyman Bros. & Co., Limited, Toronto.
Messrs Martin Bole & Wynne Company, Winnipeg.

WHOLESALE PRICES:

Less than one dozen	$2 30 per dozen	less 5%
One dozen	2 20 " "	
Six dozen	2.10 " "	

Prepared only by the proprietor, **THOMAS BEECHAM, ST. HELENS, ENGLAND.**



IN THE PUBLIC EYE.
Scenes at Camp Levis, Quebec.

COUNTERFEIT
$1000.00 REWARD

We will pay the above sum for the arrest and conviction of persons selling or offering to sell **the counterfeit Dr. Martel's Female Pills.**

It is against the law **for you** to handle these counterfeit goods, as the contents have proven on analysis to contain **Dangerous Drugs.**

The package (or boxes) are perfect, assumed to be distributed by The French Drug Co. as well as The Knickerbocker Remedy Co. and even bearing our own serial number.

Jobbers must buy of our Canadian Agents, and Retailers must buy of their Jobbers only, if they want to protect their customers.

These counterfeit goods are liable to be offered to you by some Broker in the United States at a price which would interest you, and if so, **his letter forwarded to us may earn you the above reward.**

Our salesmen have power to prosecute persons found handling this counterfeit article and we will protect our rights in this matter.

Knickerbocker Remedy Co., Inc.

36 East 23rd St., New York, N.Y.

Canadian Agents—LYMAN BROS. & CO., Ltd., TORONTO

Sole Distributors Dr. Martel Remedies.

The Soda Fountain

The following is taken from Bulletin No. 32 recently issued by the Illinois State Food Commission. In this will be found some very interesting items and sound advice in connection with the Soda Fountain and Equipment, Syrups, milk and cream, etc.

FOUNTAIN AND EQUIPMENT.

The fountain should be attractive but of simple construction. Many fountains are now on the market which permit of rapid and thorough cleaning. The old so called "tombstones" are insanitary.

The floor behind the counter should be of cement, tile or other non-absorbent material. The floor should drain to a catch basin in the center.

Purchase plain glass and silverware. Dirt is easily removed from them. Decorated silver and rough glass surfaces are seldom clean. Much labor may be saved by purchasing only plain, smooth accessories.

Protect straws from dust, dirt and flies. Do not unnecessarily handle them.

The practice of placing straws in jars where children may play with them is decidedly insanitary. Frequently older persons are seen unconsciously playing with the straws so exposed.

There are many sanitary straw containers on the market which dispense with one straw at a time. By the use of these inexpensive machines, the customer is sure of having a clean straw to place in his mouth.

Never expose straws on the table or counter where they may become filthy as a result of being handled.

Table tops and counters should be constructed of some material impervious to water. The varnish on wooden tables and counters soon become destroyed by the water used in keeping them clean. Where wooden tables are used the table may be kept in tairly good condition by a daily application of a mixture of one pint of benzine and one pint of paraffin oil.

DAILY CLEANING.

The fountain should never be permitted to remain in a dirty condition during the night. The accumulation of refuse and slops is heavily loaded with molds, yeast and bacteria. During the warm weather they grow very rapidly and many give off foul odors. These odors developing near the fountain contaminate the soda materials and spoil their flavors. Harmful disease producing bacteria also greatly increase in number if permitted to grow during the night. In a few hours a few bacteria may become many thousands.

At the close of the day's business, all glasses, spoons, drain boards, sinks, tables and counters should be carefully washed; the garbage pail removed and emptied; and the floor behind the counter scrubbed with hot water and washing powder.

Do not have anything behind or under the counter beneath which dirt and slops can accumulate. The drain-boards, cooler boxes, cabinets, etc., should be so constructed as to have the floor beneath them accessible for scrubbing.

The foul odors noticed at many fountains are caused by the decomposition of the material carelessly permitted to remain under these furnishings.

A filthy floor under the counter is inexcusable.

The room should be well ventilated during the night.

All glasses, spoons, jars, etc., and all drain boards, sinks, tables and counters shall at all times be kept in a clean and sanitary condition (see Section 2, Sanitary Food Law).

SIMPLE SYRUP

Purchase only the best grade of unblued granulated sugar for the preparation of simple syrup.

Use only pure water. There is absolutely no excuse for using dirty or impure water at the fountain.

If pure water is not obtainable from the city water supply, it may be rendered pure by distilling. Water can be distilled at a cost of one-half cent. per gallon.

Water which contains no harmful bacteria, but which is cloudy may be clarified by filtering. Filters which remove the greater number of bacteria from water are obtainable, but they work too slowly to be of service for obtaining water at the fountain.

Clean syrup is probably most easily made by means of a syrup percolator. The sugar and syrups are protected from dirt and dust in the percolator. Percolators should be frequently cleaned. The cloth strainer over the diaphragm should be removed and well washed with water (do not use soap). Boil the cloth in clean water and replace. The cloth used for straining simple syrups made by other methods should be similarly treated.

Simple syrup should be stored in clean bottles or jugs which have been sterilized with boiling water. Fill container full to the neck, and stopper at once.

Do not use wooden containers for syrup.

Yeasts and molds cannot grow in heavy syrups. Make the simple syrup, using at least 12 pounds of sugar to each gallon of water. If necessary, dilute when using.

The use of saccharin or other artificial sweeteners is prohibited.

WATSON'S
MANUFACTURED SINCE 1874
ARE THE BEST IN THE WORLD FOR THE THROAT AND CHEST. FOR THE VOICE UNEQUALLED.
COUGH DROPS
WATSON'S
COUGH RW DROPS
FOR THE THROAT AND CHEST
THE BEST IN THE WORLD
FOR THE VOICE UNEQUALLED
5 cents
MANUFACTURED ONLY BY ROBERT WATSON COMPANY TORONTO, CAN.
INSTANT RELIEF
COUGH DROPS

THE WAR

has not increased the prices of Mrs. Summers famous combined Home Treatment.

Opaline Suppositories
Antiseptic Powder
Headache Remedy
Cerate Ointment
Bed-wetting Remedy
Piles Remedy

Write at once for particulars and prices

Vanderhoof & Co. Limited

WINDSOR ONTARIO

SYRUPS

Syrups should be made fresh each day and kept stored in a good ice box or packed on ice until used.

True fruit juices should be used in the preparation of all syrups for the fountain. This department can see no reason for the use of imitation or artificial flavors. Sodas made from them are unsatisfactory to the customer; they are always inferior in quality.

Where imitation or artificial flavors are used, the sodas made with them must be sold for what they really are and not for the flavors they imitate.

A sign declaring the fact that imitation or artificial flavors are used shall be conspicuously displayed on the fountains serving drink prepared from artificial or imitation flavors. Such sign shall be large enough and so placed as to be easily read by the customers. The use of artificial and imitation flavors shall also be declared on the menu card.

True extracts may be used but the syrups made from them are not as satisfactory as the syrups made from the whole fruits.

Do not cheapen your syrups by using inferior materials. It is false economy.

Do not entrust the preparation of syrups to the boy. This work should be in charge of persons who realize the necessity of cleanliness.

Bottles and jars of syrup become contaminated with yeast and mold spores unless they have remained tightly stoppered. Do not contaminate a fresh batch of syrup by mixing it with the remnant of the old batch.

Never place a fresh batch of syrup in the container unless the container has been well washed and sterilized with boiling water. Drain out the excess of water used for scalding; do not dry with a towel.

Silver and block-tin are the only metals with which syrups should be permitted to come in contact.

Chocolate syrup spoils very readily. To keep it in good condition, make in small batches. Always keep it on ice.

Such syrups as mead, nectar, etc., for which there is only an occasional demand, should be made up in very small quantities.

Never store syrups in any containers other than those of glass or porcelain. Keep all containers tightly closed—ALL THE TIME.

The extra labor necessary to properly handle syrups is small. The returns due to increase of business are large.

One good soda calls for another. A dirty, sour glass of soda drives away the trade.

Never start a day's business without knowing the condition of your stock.

PRESERVATIVES.

Sterilization and cold are the only preservatives needed at the fountain.

The use of any artificial preservatives except benzoate of soda at the fountain or in soft drinks is prohibited.

Benzoate of soda shall not be used in amount greater than 1-10 of one per cent., and when used, its presence must be properly declared.

Proper declaration shall consist of a sign or placard prominently displayed on the fountain.

The declaration shall read as follows: "The syrups and fruits used at this fountain are preserved with benzoate of soda."

The letters on the sign shall be large enough so as to be easily read by the customers.

Where menu cards are used, this declaration shall be printed on the menu in type not less than eight point caps.

MILK AND CREAM.

The milk and cream used at the fountain should be purchased from dairymen known to milk their cows and handle their milk in a sanitary manner.

Properly handled milk and cream contain no dirt. Milk may be easily tested for dirt by examining the bottom of the bottle. Should dirt or sediment be present it will be plainly visible on the inside of the bottom of the bottle. Milk delivered in cans may be tested for dirt by pouring the well-shaken sample through a tuft of cotton placed in a funnel.

Do not purchase dirty milk or cream.

Carelessly handled milk and cream are unfit for food. Such milk and cream contain a startling number of bacteria. Harmful disease producing bacteria may be present.

Serve only pasteurized milk and cream. The milk and cream should be cold when received from the dairyman. Place immediately on ice and keep on ice until used. Never serve milk and cream that are over twenty-four hours old. Milk and cream should be handled only in bottles. Should milk and cream be delivered to the fountain in cans, transfer it as soon as received to bottles which have been sterilized with boiling water.

Cap bottles and place immediately on ice. Wash cap under the faucet before serving the milk.

CARE OF ICE CREAM.

Before opening a can of ice cream, the cover of the can should be washed with cold water to remove the dirt and salt. The parchment paper should then be carefully removed and the lid well washed and replaced.

The ice cream should never be permitted to melt or become "mushy" but repacked as often as it is necessary to keep it firm.

Keep the lid on the ice cream can when not in use.

Please order from your Wholesale House, and specify

FINEST

LIQUID PARAFFIN

(STERN'S MAKE)

Highly recommended for Internal Use.
The Highest Standard of Excellence.
Water White, free from Taste and Smell.
Quality and Purity guaranteed.

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'KEPLER' (Trade Mark)
'HAZELINE' (Trade Mark)
'WELLCOME' (Trade Mark)

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Your order shipped the day it is received.

When you want promptness and satisfaction send your order to us.

We are the largest prescription bottle dealers in Canada.

We have our own molds in Montreal, Toronto, Hamilton and Wallaceburg.

Our prices are always right.

LET US FILL YOUR NEXT ORDER.

The Richards Glass Co., Ltd.

TORONTO, - CANADA.

"Everything the Druggist Needs in Glass"

SAL HEPATICA

Small size, per doz.,		$3.85
Medium	"	" 5.70
Large	"	" 11.40

GASTROGEN TABLETS

A Neutralizing Digestive

Per dozen small	$ 5.70
Per dozen in 500's	34.00

$20.00 lots less 5 p.c. trade disc't
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Terms, 5 p.c. 30 days.
Through Jobbers.

BRISTOL-MYERS CO.

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Canadian Agents
The LYMAN BROS & CO. Limited, Toronto
LYMANS, LIMITED, Montreal

Do not store odorous substances near ice cream as the ice cream will become spoiled by acquiring the odor.

Ice cream cans must be washed and returned hot. First, wash with cold water, then with warm water and washing powder, rinse with scald ing hot water and drain. Replace lid of can before exposing to dirt and flies.

The ice cream dipper must be kept clean. Have a pail of clean water available in which to rinse the dipper before placing it in the ice cream can.

Ice cream cabinets and coolers should be thoroughly cleaned out at least once a week in order to remove the accumulation of dirt entering the container with the salt and ice.

EGGS.

As eggs are served raw at the fountain they must be absolutely fresh to be palatable.

The shell of an egg is often not as clean as it appears to be. The porous nature of the shell permits it to carry numerous bacteria from the nest and from the hands of the persons handling it. Eggs should therefore be washed immediately before breaking the shell.

Eggs should never be allowed to remain on the counter or fountain but kept cool in a dry ice box. Eggs spoil very rapidly in a warm atmosphere.

Exterminating Garden and House Pests.

By F. Pilkington.

Ants are particularly objectionable to the fruit grower. They pierce the epidermis of the ripe fruit and feed on the sugar contained in the pulp. They also eat their way through the perianth leaves of many flowers in order to get to the honey in the nectaries. Their gravest fault, however, is that they carry about and nourish many pests which are harmful to plants, notably the various kinds of aphides.

The ants' nest is governed by a queen, and is most rigorously controlled. The workers are barren females, and they carefully tend the eggs, which hatch out in from two to four weeks, forming small white legless grubs or larvae. These are divided into groups according to age, and become pupae in from one to six months. The pupae are sometimes covered with a cocoon, sometimes they are naked. They are often called "ant eggs." After some days they emerge as perfect insects, and the older ants may be seen carefully unfolding their legs and otherwise assisting them. The males and females possess wings. The former do not live long, and the latter lose their wings when they settle down to form a fresh nest. The workers are wingless. The nest of the ant, therefore, contains males, females and workers, the last constituting the great majority. Each nest may contain from five thousand to five hundred thousand individuals. There are also troops of aphides and numerous domestic pests in the form of certain blind beetles, etc. The development of individuals is always proportional to the accommodation of the nest. From this the difficulty of ridding a green house of ants otherwise than by the destruction of the nest with the queens is obvious. If fifty individuals are poisoned or otherwise die fifty more larvae than would have otherwise survived are allowed to come to maturity, and the capacity of the nest is again balanced.

If at all possible of application the best remedy is boiling water, which should be poured into the nest. Failing this, carbon disulphide, nitrobenzene, or paraffin injected into the nest will destroy the insects. A lump of sodium cyanide is also an effectual remedy. The various preparations of which naphthalene is the basis will simply drive the ants from one nest to another. 1.25 per cent. is often used, and if it does not result in the death of the insects it certainly repels them. One of the most crude and dangerous remedies is a proprietary ant destroyer composed of arsenic and honey. Such a liquid ant destroyer could be made as follows:

ARSENICAL ANT DESTROYER (LIQUID)

Arsenous Oxide	5 parts
Sugar	40 parts
Liquid Glucose	20 parts
Water	to 100 parts

Mix the arsenous oxide in very fine powder with the other ingredients.

If the nests cannot be located, one of the two following pastes could be employed. They should be smeared on sticks and placed about the staging of the greenhouse:

NICOTINE ANT DESTROYER (PASTE)

Nicotine	10 parts
Suet	5 parts
Lard	85 parts

To these add a trace of oil of anise and color with chlorophyll.

ARSENAL ANT DESTROYER (PASTE)

Arsenous Oxide	5 parts
Sugar	25 parts
Liquid Glucose	20 parts
Flour	50 parts

Flavor with a little oil of anise and color with paris green. This should not remain in contact with air or moisture, otherwise it becomes uncomfortably sticky. The merest trace of oil of anise must be used. A little appears to attract the insects, but more than a trace repels them. If for any reason the use of liquid or paste be impossible the following powder is very destructive, and is much more effective than ready-made naphthalene without lime:

(Continued on page 546)

SANOL BLOOD SALT

No indigestion can exist if this remedy is taken according to instructions--and there is no known remedy to take its place

This blood salt is a mixture compounded so as to resemble in essence and effect the salty parts of the human blood. It is well known that our vitality is normally kept up by means of the natural blood salts.

Hence a lack of the latter will always superinduce a loss of the former. It is also a fact that with each quart of urine we lose about 18 grams of blood salts. Accordingly we must gradually become weak and sick, unless we provide a substitute for these salts in the blood.

This salt is an excellent and absolutely harmless remedy for any disturbances of digestion such as **Dyspepsia, Gastric Catarrh, Sour Stomach, Heart Burn, Loss of Appetite, Constipation, etc.,** and as an aid to digestion in wasting and nervous diseases.

Follow Directions Closely

FOR SALE BY ALL DRUGGISTS—PRICE 50c PER BOTTLE

The SANOL MFG. CO. of Canada, Ltd.
Winnipeg, Canada

Some Druggist

Makes a Profit on Every Can of

Antiphlogistine
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MEASURE —FOR— MEASURE

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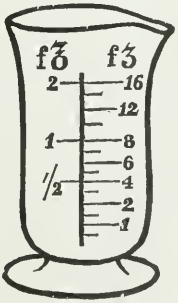

All Kinds For All Purposes

GRADUATED BY OUR SKILLED WORKMEN
DEAD ACCURATE

Henry W. Bush & Co., Limited
Rembrandt Works
Commercial St., London (Eng.)

SOLE AGENTS FOR CANADA
THE RICHARDS GLASS CO., Limited
TORONTO

Formulary

Seasonable Formulas Gathered from Various Sources.

COMPOUND GLYCERINO PHOSPHATE WITHOUT SUGAR.

Calcium glycerinophosphate	144 grains
Sodium glycerinophosphate	72 grains
Iron glycerinophosphate	24 grains
Mangan. glycerinophosphate	16 grains
Quin. glycerinophosphate	8 grains
Strych. glycerinophosphate	1 grain
Glycerin	5 fl. oz.
Essence of orange	sufficient
Phosphoric acid (85 per cent.)	2 fl. dr.
Distilled water, to make	1 pint

Dissolve the glycerinophosphates and the acid in 8 fl. oz. water, add the glycerin and sufficient essence of orange to flavor, and finally add enough water to make one pint of solution. Then mix well and filter.

HALLOPEAU AND LEREDDE'S ITCH OINTMENT.

L'Union Pharmaceutique gives the following.

Resorbin	100.00 grams
Alcohol	4.0 grams
Balsam of Peru	15.00 grams
Benzoic acid	0.75 grams
Oil of clove	2.00 drops

COOLING LOTIONS FOR ITCHING DISEASES OF THE SKIN.

The Lancet publishes a number of contributed formulas for cooling lotions, from which we select the following:

1. Solution of lead subacetate ..2 drachms
   Lavender water ..... 1 ounce
   Distilled water, to make ..... 8 ounces
2. Hydrocyanic acid, dilute .....1½ drachms
   Spirit of rosemary ..... 1 ounce
   Glycerin ..... ½ ounce
   Water, to make ..... 10 ounces
3. Phenol ..... 1 drachm
   Glycerin ..... ½ ounce
   Cologne water ..... ½ ounce
   Water, to make ..... 10 ounces

REMEDIES FOR BLACKHEADS

1. Potassium carbonate ..... 3 dr.
   Distilled water .....3½ fl. oz.
   Oil cinnamon ..... 2 drops
   Oil rose ..... 1 drop
2. Thymol .....10 grn.
   Boric acid .....120 grn.
   Extract witchhazel ..... 1 fl. oz.
   Rose water ..... 4 fl. oz.
   Alcohol ..... 1 fl. oz.
3. Ammonium carbonate .....20 grn.
   Ether ..... 1 fl. oz.
   Water, to make ..... 2 fl. oz.

The selected lotion is applied two or three times a day with a piece of soft linen.

4. Acetic acid ..... 1 part
   Hydrogen Peroxide ..... 8 parts
   Petrolatum ..... 8 parts
   Adeps Lanae ..... 8 parts
   Essence vanilla, sufficient to perfume.
5. Ichthyol .....500 parts
   Pea flour .....100 parts
   Distilled water .....100 parts
   Adeps Lanae .....100 parts
   Expressed oil almond .....100 parts
   Mercuric Chloride ..... 1 part

Apply at night.

Dr. Heuss recommends the following:

6. Ichthyol ..... 1 part
   Zinc oxide ..... 2 parts
   Wheat starch ..... 2 parts
   Lard ..... 1 parts

Apply evenings after expressing the pustules.

7. Sulphur ..... 1 drachm
   Glycerin ..... 1 drachm
   Cold cream ..... 1 ounce

To be applied freely every night, short of causing pain or inflammation.

Dermatologists recommend washing the parts every night and morning with very hot water, afterwards applying friction with a rough towel, unless the blackheads be associated with pimples and blemishes.

PHENOPHTHALEIN LAXATIVE.

A very effective laxative, recommended by Dr. L. F. Cummings, is made by melting one ounce of chocolate and mixing it with fifteen ounces of syrup of acacia, then adding ten grains of salicylic acid and 128 grains of phenolphthalein and mixing thoroughly. Dose: 1 to 3 teaspoonfuls. Each fluid dram contains 1 gr. phenolphthalein.

SYRUP OF HYPOPHOSPHITES

When made adhering strictly to the formula and directions of the U.S.P., this preparation is a failure. It will not keep for any length of time. When finished it is not of the U.S.P. strength, as some of the hypophosphites are precipitated and left in the filter.

After some experimentation, I came to the conclusion that a little change in the formula, which does not affect the active principles, is necessary. Therefore, I suggest the following as entirely satisfactory:

Calcium hypophosphite	45 Gm.
Potassium hypophosphite	15 Gm.
Sodium hypophosphite	15 Gm.
Diluted hypophosphorous acid	2 Gm.
Lactic acid	125 Gm.
Sugar	640 Gm.

How a Small Thing Has Grown

THE BEGINNING

Twenty-six years ago a man started a business in a basement. With one assistant he made all his own goods and sold them in one small retail store.

But the man had a vision of the future, firm belief in the power of honest product, and the energy of youth.

In the upper corner of this page is shown the beginning, in the lower corner is shown the present home of "Patterson's" Candy.

The man's vision has been fulfilled. The belief justified, and the energy rewarded. To-day his product is sold wherever good candies are known from the Yukon to the West Indies.

The secret of his success is plain "HONEST CANDY."

You would be interested in the retail agency for "Honest Candy."

THE MOST MODERN AND SANITARY CANDY FACTORY IN CANADA

A postal card will bring our catalogue, listing complete line of beautiful packages and bulk chocolates, and our

"SALE GUARANTEED" introduction offer.

We guarantee to make the first sale; the quality makes the repeats.

Patterson's
TORONTO

"A Matter of Good Taste"

PRIVATE STOCK
PRIVATE STOCK
Patterson's
"A MATTER OF GOOD TASTE"

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

IT IS A MARVEL

Gold Medal Awarded---Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully protected by patents

You can safely recommend it.

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

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All Jobbers Sell it

Pure Medicinal Chemicals

In medicine "the best is none too good"; the

MALLINCKRODT CHEMICAL WORKS LTD.

St. Louis **Montreal** **New York**

are among the largest manufacturers of medicinal chemicals in the world.

"M. C. W." (Mallinckrodt) products are recognized as the highest standard of purity through the United States and Canada and other countries where they have been introduced.

"M. C. W." chemicals used in prescriptions, insure satisfaction to the physician, patient and dispenser.

"M. C. W." chemicals cost no more than other brands and should be given preference by careful discriminating pharmacists.

Price lists mailed free to any druggists desiring them.

Calcium hypophosphite	25.000 Gm.
Potassium hypophosphite	17.500 Gm.
Sodium hypophosphite	17.500 Gm.
Ferric hypophosphite	2.250 Gm.
Manganese hypophosphite	2.250 Gm.
Quinine	1.100 Gm.
Strychnine	0.115 Gm.
Sodium citrate	3.750 Gm.
Diluted hypophorphous acid	15.000 Cc.
Sugar	815.000 Gm.
Water, sufficient to make	1000 Cc.

Dissolve the calcium, potassium, and sodium, hypophosphites in three hundred and seventy-five cubic centimeters of water, to which five cubic centimeters of diluted hypophosphorous acid has been previously added. Dissolve the quinine and strychnine in thirty cubic centimeters of water, to which ten cubic centimeters of diluted hypophosphorous acid has been previously added. Rub the ferric and manganese hypophosphites with the sodium citrate, and thirty cubic centimeters of water, and warm the mixture on a water-bath, stirring continually, until the salts are dissolved and a clean greenish solution is obtained. Mix the three solutions in the order named. Dissolve the sugar by the aid of a water-bath, and filter. Finally, add enough water, through the filter, to make the product measure 1000 c.c.

Note.—Keep in a bottle covered with dark colored paper, and well corked. In the northern latitudes, and during the cold season, in some sections, the sugar may be reduced to 805 or 810 grammes. —From a paper read before the American Pharmaceutical Association, by S. K. Sass, Chicago.

TREATMENT OF TOOTHACHE.

Several ways of allaying the pain of toothache are described, but although the pain can be relieved at once, the relief afforded should not be allowed to postpone the rational treatment of the cause, which should be taken in hand at the earliest possible moment. In case of periostitis, to the antiseptic treatment of the infected tooth should be added emollient mouth-washes, such as decoction of inflamed bone with the actual cautery, or may be treated locally, night and morning, with the following:—Guaiacol, cryst., grain 30; tincture of iodine, 1 fl. drachm; tincture of aconite, 1 fl. drachm. In cases of caries and inflamed pulp, after quickly cleaning the tooth, the cavity should be filled with a pledget of cotton wool soaked in one of the following:—(1) Oil of geranium, 30 minims formaldehyde, 2½ fl. drachms. (2) Cocaine hydrochloride, grain 1-6; oil of cloves, q.s. to make a paste. To be covered with a piece of guttapercha. (3) Chloral hydrate, grain 60; cocaine hydrochloride, grain 10; powdered camphor, grain 60; alcohol, m. 10. One drop to be used upon a piece of cotton wool.—Esteoule and Danzier, Practitioner.

A DERMATOLOGICAL OINTMENT.

The Pharmazeutische Zentralhalle quotes the following:

1.	Oil olive	60 grams
	Yellow wax	30 grams
	Boric acid, powdered	10 grams
	Silver nitrate	1 gram
2.	Protargol	1.5 to 3 grams
	Water	3 to 5 grams
	Woolfat, anhydrous	12 grams
	Petrolatum, yellow, to make	30 grams

The protargol is dissolved in the water and the solution is incorporated with the bases.

WINE OF CINCHONA SUCCIRUBRA, PLAIN AND FERRATED.

Macerate one hundred parts of cinchona succirubra, coarsely powdered, for thirty minutes in one hundred parts of boiling water. Strain off the liquid, set aside, and cover the magma with one thousand parts of Malaga wine (the California article), and let stand with an occasional stirring for twenty-four hours. Decant the wine, set aside and again cover the magma with five hundred parts of alcohol of fifty degrees. Let macerate over night, then strain off, wash the magma with a little cold water to recover as much alcohol as possible, and add the wash water to the brandy. Now unite all the liquids, let stand for twenty-four hours, and then filter. To the filtrate add eight hundred parts of sugar and dissolve by the aid of a gentle heat.

The product is the best wine of cinchona that we have any knowledge of. To ferrate it, or to convert it into a ferruginous wine of cinchona, all that is necessary is to add one part of iron pyrophosphate to every one thousand parts of wine.—Nat. Druggist.

Removing Iodine Stains.

To remove iodine stains from bacteriological instruments or the hands, a strong solution of hyposulphide of soda is good and effective. The solution should be quite strong, and after its application the solution should be rinsed off with warm water, and the stained article dried well.—S. American.

Obituary.

We regret to announce the death of Major John Reynolds Wynne, formerly of the firm of Martin, Bole & Wynne, of Winnipeg.

The late Major Wynne passed away on September 9th, at the age of 52 years. He had been a resident of Winnipeg since 1892.

What a jolly world of grand morals this would be if every man came up to the standard of morals he fixes for his neighbors.

Obesity Treatment.

Professor A. Robin ("Paris Medical") advocates as a local method of reducing corpulence friction with the following ointment :

Ext. nux vomica ... .0.5 gram
Ext. fucus vesiculosus (hydro-alcoholic)... ... . 2 grams
Potassium iodide .... 3 grams
Iodine ....0.3 gram
Oil of verbena..... .... 3 drops
Soft paraffin ....30 grams

Mix.

After rubbing in the ointment, wipe the part and cover with a compress moistened with

Lead acetate..... ....15 grams
Aluminum acetate .... 1 gram
Distilled water ....100 grams

Cover with a sheet of guttapercha and a layer of cottonwool. Instead of the ointment compresses moistened with the following solution may be placed on the abdomen :

Potassium iodide .... 10 grams
Vinegar of squills ....200 grams

Cover with a layer of impermeable tissue.

OBESITY PILLS.

Ext. fuci vesiculosi .... 6 grams
Ext. lappae .... 5 grams
Ext. cascarae sag. ..... 2 grams
Ext. aloes..... ... . 1 gram
Ext. rhei..... .... 1 gram
Pulv. chondri crispi .... 1 gram
Spt. diluti..... .... q.s.

Fiant pilulae c. argent.

One pill, increasing to two pills, night and morning.—Copenhagen Formulary.

Made-in-Canada Toys and Novelties.

So thoroughly have the Canadians become accustomed to thinking of toys, dolls, and novelties as foreign-made that many will not be a little surprised to learn that these lines are also being made here in Canada. The Dominion Toy Manufacturing Co., Limited, 161-165 Queen St. E., Toronto, have for over three years been turning out a class of novelties that stands comparison with the best of foreign production, and this season's lines bid fair to surpass all their former efforts for novelty, variety and originality.

To one who has never seen toys in the making, a tour through the plant is a most interesting experience. To follow the evolution of a character doll from the making of the dies to packing the finished article would convince one of the infinite care taken to ensure the unbreakable qualities and merit for which these goods are noted. The dies from which the head and arms are cast are made in the building by special designers. A special formula is prepared which, when cast into shape and cooled, produces heads and arms that are practically indestructible. When thrown forcibly against a brick wall, they drop to the ground without the slightest dint or injury. After the parts are cast, they are placed in open trays for three days to be thoroughly cooled and dried out by strong air drafts. Then the rough particles are brushed off by a rapidly revolving bristle wheel, given a couple of coats of permanent flesh tint and the parts painted in by hand.

In the meantime, the trunk, legs, arms and costumes are being prepared. All cloth used in the making of these parts is cut into shape by special dies, which goes through large numbers at one operation. These sections are then sewn, stuffed with excelsior and assembled with the cast parts— and the doll is ready to be dressed. The teddy bears, toy muffs and other novelties are handled with similar care and attention, which has a very noticeable effect on the finished product.

Now that Continental European Trade is removed, the Dominion Toy Manufacturing Co. will go after Canadian trade stronger than ever this season. Prices will not be affected by present conditions unless an increase should occur in the cost of raw materials, which, however, would not affect the present cost of goods until October 1st.

Wilson's Fly Pads are Booming

This is the best year for the sale of Wilson's Fly Pads since 1911, and all the best of the retail trade is yet to come. There are more Fly Pads sold in September when the cool weather drives the flies into the houses, than at any other time.

THE NEW NON-ROLLING ROUND NURSING BOTTLE

"IT" STANDS GOOD. "IT" LIES QUIET.

It is made in beautiful white flint glass, is handsome, and sells. Canadian trade supplied by the Richards Glass Co., Toronto, Canada, and lettered with your name if desired.

T. C. WHEATON CO.

Expert Bottle Blowers

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Stay at home while you study Pharmacy. We teach you by mail. We give you the same instruction that you get at college.

Our course is adapted to the individual needs of Canadian students who contemplate a change into the States or take Pharmacy board examinations. Hundreds testify to the great value of our course.

Write for our prospectus and particulars. Our terms are easy.

The Ohio Institute of Pharmacy, Columbus, Ohio

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Do You Want Window Letters or Any Kind of a Sign?

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Manufacturers of Up-to-date Surgical and Pharmaceutical Plaisters of every variety

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Strengthening Capsicum and Belladonna of guaranteed B. P. and B. P. C. Strengths.

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OPTICS and OPHTHALMOLOGY

WITHIN REACH OF EVERY DRUGGIST

LISTEN!! OUR STAFF DOCTORS conduct a demonstration at your store, and advertise it far and wide. Bring Eye Sufferers and Optical Buyers. Teach you the sure safe methods, without loss of a single day. Build an optical practice worth thousands, which you are enabled to carry on.

WRITE TO-DAY. THIS SEASON'S BOOKING NEARLY COMPLETE.

ROYAL COLLEGE OF SCIENCE

ROYAL COLLEGE OF SCIENCE, West Queen St., TORONTO, CANADA

Immense Opportunities Which Canada Offers American Manufacturers.

Standard Advertising will devote its August issue to this subject, and at present has a master merchandising man securing data in that country.

By Seth Brown, in Standard Advertising.

One cannot but be struck by the wonderful vitality and appearance of reserve strength shown by the Canadian people. I refer not only to their mental characteristics but to the force that pervades all conditions. Especially is this the case in trade. They seem as if they could go through a dozen financial crises and come out smiling at the end. Their commerce appears stable and with endless resources behind it. They look as if they will pay for what they buy, but they will not buy until they are sure they can pay. This, we are all know, is the best basis for good, sound trade.

As a market for American goods Canada seems to me to offer opportunities that are much overlooked by American manufacturers. Here you have nearly seven and a half millions of people, thrifty, honest and ambitious right at your own door who are, every one of them, prospective customers for United States goods. Most of them have had the same training as Americans both foreign and domestic. A large number are Americans. Does it not seem reasonable that they should be logical buyers of American goods? The tariff does not stand in the way for the proximity of the market and other conditions wipe out any disadvantage that may seem to exist.

So impressed was I with the possibilities of selling American goods in Canada that I came back with the avowed intention of doing something worth while to foster it. I knew, of course, that the mere publication of a lot of frothy articles boosting the country would have as much value to American manufacturers as those that have gone before. It is not fancy writing that they want. I realized that I must do something to prove why and show how. I went into the matter therefore determined to make the best effort all the great resources of Standard Advertising would allow, for I believe the market is worthy of it.

I have accordingly sent to Canada one of the best men that the United States affords to get together the right facts—the data that will place the Canadian market at the disposal of American manufacturers. He is now in Canada, and next month, in August, I will bring out our first Canadian Merchandising Number showing how to sell American goods in Canada. It will be exhaustive, comprehensive and intensely interesting. It will give you facts from a merchandising standpoint — real vibrant selling facts. That is what I think of Canada—it is your "one best bet" for fall advertising and future advertising, a new market that holds possibilities you yet know little of.

Ancient Wines.

Among the ancient Romans nearly fifty varieties of wines were known, including several kinds used exclusively for medicinal purposes. Falernian, which resembles the modern Madeira, was the home wine, and generally was not used until ten years old, but after it became twenty years old it had an injurious effect upon the drinker, causing headache, according to records of the ancient times, says the Hotel Gazette.

Other wines were foreign. Chian, also called Arisuian, of which there were three varieties, austere, sweet and intermediate, and the Lebian, were of this kind. Some of the wines used by the ancient Romans were named from their color, as white, dark and red, the former of which was thought to be the thinnest and least heating, the dark colored and sweet the most nourishing, and the red the most heating.

Some wines were made with a mixture of salt water, as the Mydian, Halicornassian, Rhodian and Coan. Such were considered to be non-intoxicating, but to promote digestion. Two wines, Cnidian and Adrian, were used for medicinal purposes. The fresh juice of the grape, or newly made wine, was known as Mustum. That which runs from the grapes without pressing was Protopum. Wine and honey formed a compound known as Mulsum. When boiled down to two-thirds it was called Sapa. Boiled down to a half it was styled Defrutum, and when boiled to a third, Carenum. A sweet wine prepared from grapes dried in the sun was known as Passum. Another sweet wine, Passum Certicum, is supposed to have been the same as that which our forefathers called Malmsey, the wine in which the Duke of Clarence, brother of Edward IV., of England, elected to be drowned.

One of the wines known to the Romans has a curious history. It was called Murrhina. The Greeks had a wine of this kind which consisted of pure wine perfumed with odorous substances. The Romans had a wine, similarly named, which is supposed to have been wine mingled with myrrh. It was administered to those who were about to suffer in order to inebriate them and to remove the sense of suffering.

The ancient wines retained their places probably until the end of the Middle Ages, but there is no reliable evidence bearing on this point. Very slowly the names, rather than the wines, changed. The ancient wines, even those in use in Shakespeare's time, seem to have been less charged with alcohol than wines of the present day. Even Malmsey, the strongest of them, contained only about 12 per cent. of spirit, and sack of little more than half that amount.

He that is of a merry heart hath a continual feast.

THE
CANADIAN DRUGGIST
Monthly Established 1888.

The CANADIAN DRUGGIST is issued on the first of each month, and all matter for insertion should reach us by the 15th of the previous month.

$1.00 Per Year

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GERMANY, AUSTRIA AND SWITZERLAND—Rudolfe Mosse, 46-49 Jerusalemer Street, Berlin, Germany.

Editorial.

The Drug Market.

It is impossible to make a drug report for September giving actual prices. Conditions have been in such a chaotic state since the beginning of the war early in August that no account can be given of it except to say in a general way that all drugs and chemicals from abroad have advanced anywhere from 100 to 500 per cent., and it is utterly impossible so far to get any supplies from abroad, and how soon we will be able to do so is a matter of considerable anxiety, as stocks are gradually becoming depleted.

The general situation is summed up by the "American Druggist" N.Y., of August, 1914, in such a concise and intelligent way that we take the liberty of repeating it, as it applies equally well to Canada as the U.S.

"The drug market is entering the most uncertain condition since the civil war; prices are changing almost hourly, and quotations for many drugs and chemicals of foreign origin are practically nominal. The present war conditions have occurred at a very unpropitious time for this country, as stocks of many important drugs here were very small, and consumers have been buying only for immediate needs. Even if former conditions were normal prices would have of necessity been advanced for many botanical drugs, as reports from producing countries indicate lessened production and poor quality, opium being a notable example of conditions. The practical tying up of the transatlantic ships of belligerent nations has made it mostly a gamble as to receipts and shipments, this occurring just as the movement of new crops from both sides of the oceans was beginning. A further and more serious factor in prices is the difficulty of securing exchange and discounts on bills of lading, banks abroad refusing to accept even the best commercial paper and demanding specie settlements. In spite of all the rumors of general panic and breakdown of credits, however, there is little reason for the American drug trade to get excited; a temporary shortage of foreign drugs can be tided over by those of native origin, the facilities of our manufacturers are ample to supply all needs, and beyond temporary inconveniences and higher prices the drug trade should have little to fear. The most unfavorable factor is the stopping of shipping facilities just at the time when the volume of exchange of drugs is largest and local stocks at their lowest point."

No quotations are being made; all contracts are either cancelled or held in abeyance, and the wholesale houses are trying to conserve their stock so as to keep their friends supplied with the necessities if at all possible.

Travelers are not in a position to give any prices or to state what quantity of any item can be filled—that has to be left entirely with the house, and the time is fast approaching when everyone will be glad to get anything in the way of staples at almost any price that can be asked for them.

Carbolic Acid, Castor Oil, all British food preparations, and no doubt many other items we are not aware of at the moment, are not allowed to be shipped out of England. This will affect such things as Robinson's Barley A. & H. Food, Benger's Food, Savory & Moore's Food, and many others.

It had been hoped when the war broke out that we would be able to get supplies from the U. S., but their market is even worse demoralized than London. For instance, Cream Tartar to the wholesale trade is quoted in barrel lots at 80c.; Tartaric Acid, 90c.

Carbolic Acid, as stocks are becoming exhausted holders can demand any price. We should not be surprised to see it go up to $1 a lb.

Opium is $9.50 in case lots in New York, and if the late report that Turkey has declared war is true it will mean that the price will go still higher.

The Government has advanced the price of alcohol, and all alcoholic preparations are higher.

Most of the manufacturers have made this announcement to the wholesale trade—"that all quotations are withdrawn and orders are executed to the best of their ability as to quantity and price." These are the unusual terms that business men have got to get accustomed to.

Many retail druggists say that it is impossible to advance prices. It is all very well to make that statement, but they must do so under present conditions or lose money, and this may be a good opportunity for the adjusting of the prices of many items that have not paid their proper profit and put them on a proper basis.

None of the Canadian patents have so far advanced in price, but if conditions continue along as they are they certainly must do so in order to protect themselves.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request

Canadian Factory and Offices at

9, 11, 13 Davenport Road, Toronto

S. S. Stafford's Inks

The "Sweet Babee" Nursing Bottle

Pat. May 3, 1910

The "Sweet Babee" Nursing Bottle is easily washed on inside and requires no funnel to fill. The nipple is made in one piece and will not collapse, may be turned inside out and is easily washed.

The "Sweet Babee" is of the right size and will fit all sterilizers Endorsed by doctors and nurses.

Bottles and Nipples	$2.50 per doz.
Extra Nipples only	1.50 per doz.
Extra Bottles only	1.00 per doz.

These prices apply to the Sweet Babee and Noneck Bottles and Nipples.

The "Smico" Bottle Warmer

The "Smico" Bottle Warmer is an especially designed case provided with Aluminum Top, in which any style of Nursing Bottle and Nipple may be placed, for keeping milk warm or cold, as desired. It will keep hot milk hot or cold milk cold for several hours.

"Smico" Case is also a protection when traveling against breaking the nurser.

Price $2.50 per dozen.

The Noneck Nursing Bottle and Nipple

The Noneck Nursing Bottle is filled without a funnel and washed out on inside like a tumbler which make it hygienic in every respect. It is recommended by doctors and nurses. The nipple is reversible and without seams, which makes it easy to clean on the inside, and very hygienic.

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THE YANKEE CO., Utica, N.Y., U.S.A.

Canadian Agents: National Drug & Chemical Co.

To the Drug Trade of Canada

WE ARE PLEASED TO ANNOUNCE

FRANK W. HORNER LIMITED

142 St. Urbain Street, MONTREAL, CAN.

AS OUR

CANADIAN DISTRIBUTORS

They are prepared to supply promptly the following of our specialties:

ERGOTOLE LAPACTIC PILLS MILK OF MAGNESIA
SAL LAXA LITHIATED SORGHUM COMPOUND SEDATOLE
PAN PEPTIC ELIXIR PILL PHOSPHORUS AMORPHOUS 1 gr.

These ethical preparations are now being extensively advertised and sampled to the medical profession of Canada.

You will doubtless receive prescriptions for them, and we trust you will be inclined to place at least a small quantity of each item in stock and thus be prepared to fill initial prescriptions or orders promptly.

Write FRANK W. HORNER LIMITED for literature and prices

SHARP & DOHME

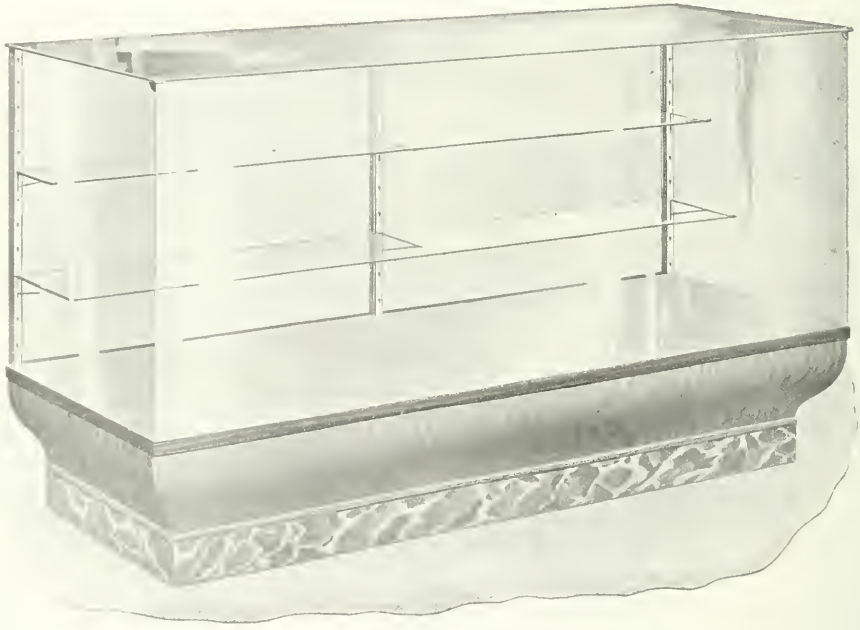
CHEMISTS SINCE 1860

Laboratories—BALTIMORE **General Offices—NEW YORK**

Branches—CHICAGO, NEW ORLEANS, ST. LOUIS, ATLANTA, PHILADELPHIA

SHOW CASES

Quiet times may induce us to sacrifice something in price and profit but not our reputation for turning out first quality goods only.



KENT-McCLAIN Limited

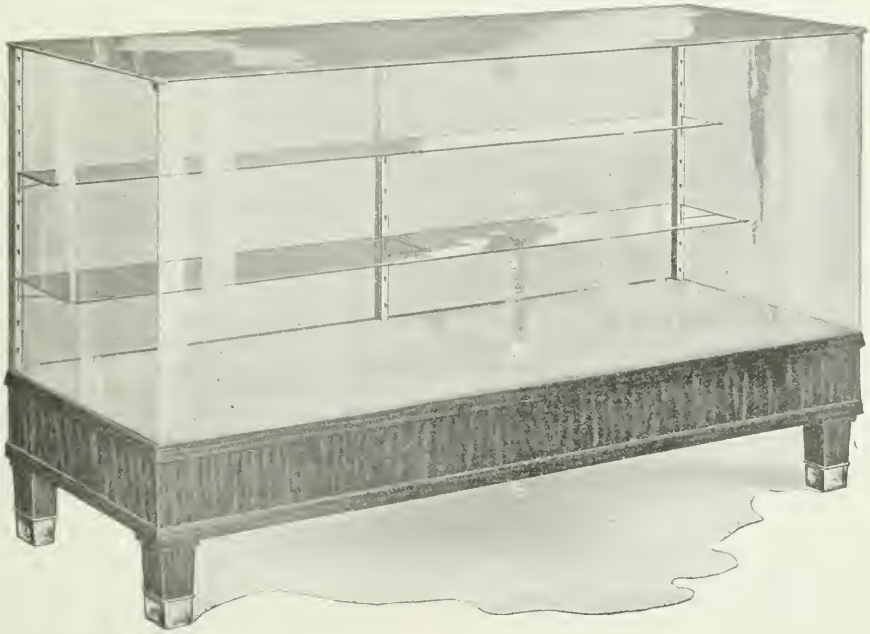
(Toronto Show Case Co.)

181-199 CARLAW AVE., - - Cor. Queen St. East,

TORONTO

SHOP FITTINGS

If you cannot call at our factory write for illustrations. It will pay you.



KENT-McCLAIN Limited

(Toronto Show Case Co.)

181-199 CARLAW AVE. - - Cor. Queen St. East

TORONTO

Toronto Pharmacal Co. Expanding.

The Toronto Pharmacal Co., Limited, are still growing, and have recently taken out a new charter, increasing their capitalization to $100,000, fully paid-up.

The directors are: Harry Sherris, Charles D. Daniel, H. Sutherland, W. J. Greenshields, G. K. Garrington.

Mr. Sherris and Mr. Daniel are still at the helm, and with their well-known ability and experience, together with the new blood recently introduced, continued prosperity is sure to follow. Three other well-known names are also noticed amongst the shareholders, that of Fred Poliwka, manager of the Montreal branch; J. Cecil Agnew, manager of the Winnipeg branch; and D. H. Roadhouse.

Annual Meeting of N. S. Ph. Society.

The annual meeting of the Nova Scotia Pharmaceutical Society, held here after an interval of ten years, drew the largest attendance in the history of the Organization. G. E. Gibbard, secretary of the Canadian Pharmaceutical Association was the guest of honor at a banquet. Following are the officers elected: President, A. J. Crease, Amherst; Vice President, J. J. Turnbull, Sydney; Treasurer, A. A. Thompson, Halifax; Secretary-Registrar, C. A. Burbidge, Halifax. Council—L. C. Gardner, Yarmouth; W. Holdsworth, Digby; J. J. Kinley, Lunenburg; R. C. Fuller, Amherst; A. L. Olive, Bridgewater; E. J. Butcher, Dartmouth; T. V. Woolrich, E. M. McLeod C. A. Mumford, and E. T. Power, Halifax.

Reciprocity Between Ontario and Alberta.

An agreement for unrestricted reciprocity in diplomas between the Provinces of Ontario and Alberta has been signed by the authorities of the Ontario College of Pharmacy and forwarded to Alberta for signature by the officers there. According to this agreement, each province agrees to register licentiates of the other who may apply for registration and pay the stated fee.

Provision is made that the applicant shall in all cases be a licentiate who has served his full apprenticeship in the province and passed the examination for the province from which he comes, and that in all respects the applicant has complied fully with the requirements of registration in such province.

Montreal College of Pharmacy.

The forty-seventh annual announcement of the above College has just been sent out. It contains a very full report of the doings of the College, and shows what rapid strides have been made in the various departments.

Free Scholarship in McGill University.

Two free scholarships, each covering four years' tuition in the Faculty of Applied Science of McGill University are offered, subject to competitive examinations, to apprentices and other employees of the Grand Trunk Railway System under twenty-one years of age, and the minor sons of employes.

The competitive examinations, which will be the regular entrance matriculation examinations provided for in the annual calendar of the University, will be held at the University, Montreal, and at other centres, beginning June 12, 1911. The two candidates making the highest average and complying with the requirements of admission, will be awarded the scholarships and have the option of taking a course in any department of the Faculty of Applied Science. Scholarships will be renewed from year to year, to cover a period not exceeding four years, if at the close of each session the holders thereof are entitled, under the rules, to full standing in the next higher year.

In case a scholarship holder finds it necessary to interrupt his course for a year or more, notice must be promptly given at the close of the session, to the Railway Company and to the head of the Transportation Department of the University, in order that the scholarships may be open to other applicants. In order to establish prior claim to the next available scholarship, notice of the student's intended return must be given to the railway company and to the head of the Transportation Department of the University, not later than January 1st, preceding the opening of the session in which such scholarship will be available.

In consideration of the free scholarships, students will be required to enter the service of the company as student apprentices, and serve during vacation periods while in attendance at the University, and at the option of the company, for two years after completing the college course. Successful candidates will, before entering the University, be required to execute the Company's regular form of student apprenticeship contract, copies of which can be obtained upon application to Mr. D. E. Galloway, assistant to President, Montreal, to whom also applications for certificates entitling eligible persons to enter the competitions should be addressed.

Personal.

Mr. Wm. A. Sailer, General Manager of Sharp & Dohme, who has been enjoying week-end visits with his family at their summer home, Snug Harbor, on the Severn River, near Annapolis, Md., incidentally indulged in numerous cruises on the Chesapeake Bay in his gasoline yacht, the Sinbad, was in New York on a flying visit the other day. He certainly looks fine and fit.

STEVENS' COLIC PROOF FEEDER

Of course YOU are stocking **STEVENS' COLIC PROOF** Baby Feeder, but are YOU giving them the store display they deserve?

COLIC PROOF FEEDERS are fitted with a crystal nipple and bottle brush, and are of the regulation shape. Each bottle graduated in ounces. As the name implies they are positively proof against wind colic and stomach troubles, being fitted with a patent valve which admits just enough air to prevent the nipple from collapsing while in use.

The most attractive package handled by the trade and costing less money than any other make retailing at 25 cents.

Price Protected at 25 cents

Absolutely safe—easily cleaned—no corners to gather decaying food.

Better order a gross direct, or enclose with your next Toronto shipment.

THE J. STEVENS & SON CO., Limited

145 Wellington St. W., Toronto, Ont.

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Be Patriotic

Advertise your goods in the Canadian Druggist, the old reliable journal. For 26 years we have stood the test. Some of our advertisers have been with us for 26 years and are still advertising. They know the value of this Journal.

Why not give us a trial? This space will cost you $25.00 for three months.

The Canadian Druggist

Dineen Bldg, - - Toronto

HORLICK'S MALTED MILK TRADE m.m. MARK

DOES THE WORD

PROFIT

interest you? If so dispense at your Fountain

HORLICK'S MALTED MILK

The results are Satisfied Customers, Increased Trade, More Profits.

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Advertised, Popularized and Created the demand for the Standard Soda Fountain Beverage

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EUROPEAN AGENCY

WHOLESALE buying agencies undertaken for all British and Continental goods, including

Books and Stationery, Boots, Shoes and Leather, Chemicals and Druggists' Sundries, China, Earthenware and Glassware, Cycles, Motor Cars and Accessories, Drapery, Millinery and Piece Goods, Fancy Goods and Perfumery, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Provisions and Oilmen's Stores, etc.

Commission 2½ per cent to 5 per cent Trade Discounts Allowed. Special Quotations on Demand. Sample Cases from $50 upwards. Consignments of Produce Sold on Account.

WILLIAM WILSON & SONS

(ESTABLISHED 1814)

25 Abchurch Lane, London, E.C.

Cable Address: "ANNUAIRE, LONDON."

Optical Department

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Presbyopia.

PRESBYOPIA (old sight) is not a defect in the refractive power, and the eyes may be perfectly clear and emmetropia and still presbyopia be present. It is the inability of the eye to focus rays of light from close range, and is caused by a flattening and hardening of the crystalline lens (a natural physiological condition which takes place in the eye) with the advance of years. The accommodation decreases in accordance with table of accommodation, and when this has diminished to such an extent that reading is difficult or impossible at the natural reading distance, presbyopia is said to be present, and the correction is the plus Sph lenses that clarifies the vision for reading distance. Presbyopia comes on earlier in hyperopes, and later in myopes, and may be said to even be present in myopia of over 5 Diopter, because although the plus lenses added for reading are not sufficiently strong to completely neutralize the minus prescribed for distance, and the net result is a minus lens though a less power than the distant correction, yet the natural causes of presbyopia are present in all eyes during the presbyopia age. In the general correction of presbyopia care should be taken to ascertain the age and consider the amplitude of accommodation for that age, always remembering that not more than 2-3 of the accommodation is available for constant near work. Presbyopia comes on earlier in women and later in men and depends somewhat on a person's surroundings and the distance at which they wish to read. Difficulty is first experienced in reading by artificial light and later by daylight. The first correction should be as mild as possible, usually about a plus .50 Diopter Sphere, which requires changing from time to time as the accommodation becomes less and the crystalline lens flatter and harder. The following rule is convenient for presbyopia and applies generally if the eyes are emmetropic, but if the eyes are ametropic they should first be corrected for distance and the following addition prescribed for close work

Table.

Age 45 give plus .50 Diopter Sphere for reading.
Age 50 give plus 1.50 Diopter Sphere for reading.
Age 55 give plus 2.50 Diopter Sphere for reading.
Age 60 give plus 3.50 Diopter Sphere for reading.

But after 60 years of age there is very little change unless it is necessary for the patient to hold reading matter very close to the eye to secure a large retinal image to compensate to some extent for the lack of innervation or sensibility of the retina. The above rule can easily be remembered in the following way, for presbyopia apply plus .50 Diopter Sphere at the age of 45 and one Diopter more for every five years up to 60, always remembering that this is in addition to any correction that may be prescribed for distant vision, and that spheres, cylinders, or compound lenses are only changed for reading by the addition of plus spherical lenses for reading purposes. It will sometimes be necessary to fit more than one pair of plus lenses for presbyopia in cases where patient is doing different classes of work and requires to work at different distances such as music, drawing, painting, proof-reading, carpentering, etc.

It will also be noted that a slightly stronger correction is used in the evening or by artificial light. In fitting for presbyopia always give the weakest plus sphere that applies in each case, and advise a change of lenses every two or three years at least. A correction for presbyopia is generally fitted in spectacles or eyeglasses arranged purposely for close work, and consideration is given to the eyes being directed to a near point and lower than for distance, consequently the Interpupillary Distance is from 4 to 6 millimetres less, and the height of bridge 2 to 4 millimetres more than that indicated by the actual facial measurement. Where a correction is required for distant vision we sometimes correct the presbyopia by adding a segment or bifocal to the distant correcting lens or by a grab front which is quickly attached in front of the distant glasses when patient wishes to read.

Bifocals are made in several forms, the old split being with a line straight across the centre of the lens are now obsolete. They were unsatisfactory because of the shadow and aberration caused by the prismatic influence of the lenses, with the lines running across the centre of the eye.

The perfection bifocal with the distant and reading correction in two separate lenses was a distinct improvement. The distant correcting lens which is fitted in the top is hollowed out oval at the bottom to admit the smaller lens made for the presbyopic correction, which is fitted between the lower half of distant correction and the frame. They are suitable for insert lenses only and have largely given away to the cement bifocal, in which case

THE FACT

THAT

GIBSON'S CREAM TOFFEE TABLETS

GAINED the GOLD MEDAL and GRAND PRIX at Exhibition of the Institut International d'Alimentation and d'Hygiene, held recently in Paris, is just one more link in the long chain of evidence which goes to prove that this delicious sweetmeat is building up for itself an unique reputation in the history of confectionery. Gibson's Cream Toffee—every tablet stamped "Gibson"—is now known to the consumer in the principal countries of the world as the finest product of the confectionery art, and, as such, is rapidly becoming a household word. The number of testimonials Gibsons have received from their Chemist friends is ample proof of this assertion.

Packed in cases that contain 12 5-lb. bottles, which bottles, when set out, make an attractive display.

Medicated and High-class

LOZENGES, PASTILLES,

and ALL B. P. C. Compressed Tablets.

ROBERT GIBSON & SONS

LIMITED

MANCHESTER and LONDON

the correction for distance is first made up and a segment in the form of a very thin plus sphere giving the necessary addition for reading is cemented to the lower section of the distant lens. They are very serviceable, and if nicely made will generally give good results. Invisible or fussed bifocals are made in two lenses of different indexes of refraction, and fused into one, making a solid lens and quite neat in appearance. They are made by grinding the distant lens in crown glass and the correction for reading in flint of the proper size and curvature to fit a counter sink made to receive it in the distant lens. The flint having a higher index of refraction than the crown glass, the front and back surface of the lens carry a fixed radius, and the necessary additions in power for close work is supplied by the difference in the index of refraction between the flint glass from which the reading section is made and the crown glass used in the original lens. These lenses are very attractive though difficult to manufacture and somewhat expensive, and because of the aberration which takes place in the complete combination, they are sometimes unserviceable for nervous patients.

In fitting cases of presbyopia that have not previously worn glasses for that purpose, it is advisable to apply only a weak lens for the first correction, even though something stronger would appear to be necessary to give the general range usually attained. In cases where spectacles have been worn for this purpose it is advisable if at all possible to avoid making a greater change than 1 Diopter over the last correction used. Consideration of any deviation present is always necessary in prescribing for cases of presbyopia, and a deviation in the vertical meridian is particularly annoying if allowed to go uncorrected. If the eyes have a tendency to turn out when directed at a distance the divergence will generally be increased for close work, but if the eye turns in for distance and the deviation is not of too great an amount, or if it harmonizes or nearly so with the dioptic power of the lens correction necessary for reading, it may be ignored. The correction of astigmatism in conjunction with presbyopia is difficult, and particularly so if the axis of the correcting cylinders are against the rule or in an oblique direction. Always fit glasses for close work tilted out slightly at the top as well as being closer together and lower than for distant vision. This removes the likelihood of creating a cylindrical effect by looking obliquely through the spherical lenses. In cases where cylinders are used for distant vision, if the astigmatism is of slight amount, it may frequently be ignored in the reading correction. In cases where a slight deviation outward is present it can sometimes be corrected by narrowing the Interpupillary Distance of the convex correcting lenses, because plus spherical lenses being made up of a multitude of prisms the basis of which are towards the centre and the apexs out and minus spheres by their bases out and apexs in ; by a displacement of the centimetre either in or out, we obtain the effect of a 1. diopter prism for every diopter of sphere power in the correcting lens. Plus spheres displaced in gives us prism power base in that direction and will correct to some extent the divergent present. The same applies to plus cylinder lenses if the displacement takes place in the direction of the strength and at right angles to the axis. The displacement of a cylinder along the direction of the axis makes no difference whatever. Always advise presbyopes fitted with compound lenses to call for a further examination, if inconvenience is experienced, and avoid putting up a bifocal lens, if possible, in all cases except those requiring a spherical strength only.

Exterminating Garden and House Pests.

(Continued from page 528.)

ANT POWDER.

Camphor ..... 10 parts
Naphthalene..... 40 parts
Lime..... 50 parts

This may be sprinkled about the haunts of the insects or, better still, be introduced into the nests.

BEETLES

The Coleoptera, like the other members of the class Insecta, are more destructive when in the larval condition than in any other state. It is, therefore, when they are feeding heavily as larvae that they should be destroyed. Despite all precautions many come to maturity and cause infinite trouble to the gardener. Cockroaches are particularly destructive to orchids, devouring the pseudobulbs ; they also attack the succulent portions of many other plants. Many formulas for beetle powders have been published and there are many proprietary preparations. These nearly all contain borax as the essential ingredient. One of the most simple of these, particularly attractive to cockroaches, is the following :

COCKROACH POWDER.

Borax ..... 60 parts
Sugar ..... 20 parts
Flour ..... 15 parts
Cocoa..... 5 parts

A little of this powder should be placed on paper and laid in the haunts of the insects every night.

Another formula, which is generally more applicable than the above, is as follows :

BEETLE POWDER.

Barium Carbonate	15 parts
Borax	30 parts
Sugar	25 parts
Ground Rice	20 parts
Calcium Sulphate	10 parts

This should be suitably colored and used in the same way as above. Sometimes it is much more convenient that the vermicide be in the form of a paste. A suitable paste for cockroaches and other beetles may be made as follows :

BEETLE PASTE.

Phosphorus	1 part
Lard	20 parts
Flour	60 parts
Sugar	10 parts
Water	sufficient

Melt the phosphorus with about ten parts of water, pour this on the lard, rub briskly, add the flour and sugar and work into a paste.

On the continent the use of highly toxic substances for the destruction of beetles and pests in general appears to be more popular than with us. One of the best known German beetle powders is made as follows :

Mercuric Chloride	0.05 parts
Rye Flour	20.00 parts
Borax Powder	40.00 parts
Oilof Eucalyptus	0.10 parts
Angelica Root Powder to make	100.00 parts

The mercuric chloride is sometimes replaced by double its weight of arsenous oxide in the above formula.

A popular French beetle powder consists for the most part of basic ferric arsenate. It is stated that this preparation is quite harmless to human beings and domestic animals. It can be prepared by precipitating a suitable quantity of solution of ferric sulphate with a mixture of sodium arsenate and sodium bicarbonate. The precipitate is washed free from all soluble matter and dried. For use, one part of the powder is well mixed with about one quart of sugar and about four parts of boiled potato. This is made into a soft paste with water, and laid in all such places as the cockroaches or blackbeetles generally resort to.

SNAILS AND SLUGS.

Snails and slugs are amongst the most ravenous of the gardener's enemies. They are found in the kitchen garden, flower garden, field and greenhouse, and though they appear to thrive best in a warm, moist atmosphere, they are capable of withstanding violent changes of temperature. Slugs lay enormous numbers of eggs, which they deposit under old leaves, twigs and other rubbish during the greater part of the summer and autumn. They are, perhaps, the greatest enemies of the orchid inside, and of the dahlia outside. They feed at night, particularly after rain. They are often introduced into the orchid house in the sphagnum moss. This should, therefore, always be carefully examined before its introduction. The plants should be placed over the water, and a little cotton wool should be wrapped round the base of each inflorescence. For dahlias and general outside use one of the best deterrents is a mixture of soot and lime or naphthalene and lime lightly mixed with the top soil. If the ground be watered with lime-water or a 0.75 per cent. solution of ammonium carbonate, the slugs will come to the surface, and may be collected and destroyed. In France ferrous sulphate has been used successfully for the destruction of slugs, the quantity used approximating to 265 pounds to the acre.

WASPS.

Wasps do a vast amount of damage in the fruit garden, and many of the fruit growers depute men especially to seek out and destroy the wasp nests in the vicinity. The workers in the wasp nest, unlike ant workers, perish in the autumn. In the spring, therefore, the only surviving wasps are the females. As each of these may found a nest it is imperative that every effort should be made to destroy as many wasps as possible early in the year. Carbon disulphide, arsenical preparations, etc., as described above, in the treatment of ants are used for the destruction of wasps. The best method to employ is the following :

Prepare a saturated solution of sodium cyanide; soak half a sheet of wadding in this, and push it into the mouth of the nest. After the lapse of about twelve hours dig out the nest and burn it to destroy the larvae.—Merck's.

Personal.

Mr. E. Stauffen, of Sharp & Dohme, only recently returned from his annual trip to Europe. The much needed rest has evidently done him a world of good. He found his way from the continent by easy stages with little discomfort, to London, where he succeeded in securing passage on the steamer The Royal George, of the Canadian Northern Line from Bristol to Montreal, and then to New York. Mr. Stauffen is glad to be back at his desk.

Kent-McClain Again.

McKees Limited have opened a very fine store in Hamilton. The fixtures are in quarter cut golden oak. The show cases are of special design with green marble base. The outfit was built and installed by Kent-McClain, Limited (Toronto Show Case Co.), of Toronto.

Magma Bismuthi.

By S. Berma Muller, P.D., in American Journal Pharmacy

In recent years Magma Bismuthi has become quite popular, so much so that it was deemed advisable to make the preparation official.

With that end in view several formulas have been proposed and duly tried out, but in our experience have not proved generally satisfactory.

The formulas proposed direct ammonia water to be used to precipitate the bismuth nitrate. This, in our experience, leads to considerable trouble trying to wash the resulting magma free from the excess of ammonia. It takes a great deal of water to do so, and even if one has succeeded in getting the final washings to no longer react with phenolphthalein, the magma itself will always give a strong reaction. To reduce the amount of ammonia water leads to a reaction in the opposite direction, giving a decided acid reaction which causes the gradual solution of the bismuth hydroxide. Furthermore, when the magma is poured on a strainer for the purpose of washing it, the surface of the magma very soon develops a metallic coating which certainly points to a decomposition going on, and may be due to exposure to air. Unfortunately this is the only way the magma can be washed because distilled water has the property of causing the magma to curdle into large flaky masses, taking up considerable water and holding it so that it is utterly impossible to get the magma to settle in order to wash it by decantation, thus preventing undue exposure to air.

Attention should also be drawn to the fact that the amount of bismuth subnitrate used, results in too thick a magma. Furthermore, 80 Gm. of bismuth subnitrate cannot be satisfactorily dissolved in 60 Cc. of nitric acid. It takes 1 Cc. of nitric acid for every gramme of bismuth subnitrate to be dissolved.

However, with some modifications the proposed official formula will give satisfactory results. In the first place the amount of bismuth should be somewhat reduced, then ammonium carbonate should be substituted for ammonia water, and lastly, distilled water containing 1 :1000 sodium chloride should be used. By using ammonium carbonate the resulting magma is not nearly so alkaline, it will not react with phenolphthalein but will and should react alkaline towards methyl orange. It does not, therefore, require nearly so much washing. It only needs to be washed until it is practically tasteless.

Spigot water can also be used in place of distilled water if it has been previously boiled with 1 per cent. magnesium carbonate for about 15 minutes, then cooled and filtered and 1 :1000 sodium chloride added.

The following formula has been fairly satisfactory :

Bismuth Subnitrate	50 Gm.
Nitric Acid	50 Gm.
Ammonium carbonate	80 Gm.
Distilled water, to make	1000 Cc.

Dilute the nitric acid with an equal volume of water and dissolve the bismuth subnitrate in it, dilute further to 300 Cc., and filter through cotton.

Dissolve the ammonium carbonate in 3000 Cc. distilled water containing 1 :1000 sodium chloride and filter.

Pour the acid solution slowly and with constant stirring into the alkaline solution. When the resulting precipitate has subsided, decant the supernatant liquor, and wash by decantation until the magma is practically tasteless, using distilled water containing 1 :1000 sodium chloride. Then allow to settle to 1000 Cc.

When tested the magma should react alkaline toward methyl orange.

American Pharmaceutical Association Scheduled for "Drug Week" at the Panama Pacific International Exposition.

The latest addition to the hundreds of great congresses and conventions which have voted to hold their sessions in connection with the Panama Pacific International Exposition in 1915, is the American Pharmaceutical Association, which is now holding its 62nd session in Detroit. Telegraphic advices to this effect were received recently at the Exposition by Mr. James A. Barr, Director of Congresses, from Dr. Albert Schneider of the University of California, who represented the Exposition, the San Francisco Convention League, and the California Pharmaceutical Association at the Detroit meeting. It was largely due to the efforts of these local organizations that the Exposition secured this, one of the most important druggists' organizations in the world. The membership is about 12,000.

This is but one of about a dozen great conventions of bodies, having to do with drugs and medicine, scheduled to meet in connection with the Exposition during "Drug Week"—which for good measure is extended to nearly two weeks— from July 12 to 24. Others which have voted to come are :—The California Pharmaceutical Association, (which will act as hostess to many visiting bodies); the National Retail Druggists' Association, (with 22,000 members) ; the National Wholesale Druggists' Association ; the Retail Drug Clerks' Association ; the American Druggists' Syndicate, (with 17,000 members); the Rexall Druggists ; the Phi Delta Chi (a pharmaceutical fraternity) ; the American Medical Association (with elaborate exhibits) ; the American Academy of Medicine, and a score or more of associations of specialists, and hygiene and sanitation experts. In all, over 50,000 members of Druggists' Associations will be represented at the sessions during "Drug Week."

A Trip Through South America.

In no one of the northern ports of Peru is the controlling factor of the great commercial life of the Republic. Herein lies a difference between Central and South America. In that part of Latin America with which I am best acquainted, while the capital of the nation is the commercial as well as the social and political metropolis, it is at the same time (and the distinction is noteworthy) the centre to which the traveler first directs his path and from which he can cover the territory in which he hopes to find business. San Jose in Costa Rica, for example, I naturally visit first, and from there I can most expeditiously arrange my route. The same holds true of Managua in Nicaragua, of San Salvador in Salvador, of Guatemala City in Guatemala, and to a modified extent of Tegucigalpa in Honduras, and almost every place in any Republic can be best visited by using the capital as headquarters.

Lima is, to be sure, the capital of Peru, but it does not influence altogether its commerce. In coming down from Panama the traveler passes several prosperous areas, served by seaports, which, commercially speaking are relatively independent of Lima. In coming up from the south the same condition holds good of other areas. Since I felt compelled to carry out in Peru the system that had worked successfully elsewhere, I went to the capital first and there tried to catch the vital qualities at the heart of things. In doing this, I necessarily skipped such towns as Paita, Salaverry (the port for Trujillo), several of which have each a small railway running into the interior; but these places had best be left for one's second tour of South America. A man cannot be ready for them unless he already knows Lima and the spirit she represents.

In the second place not to plan to go ashore for strictly business reasons, means to have leisure for closer and more comprehensive examination of shipping methods employed on this west coast of South America. These differ most radically from what one sees in United States ports and to some extent in most ports on the gulf of Mexico and the Caribbean sea. There are few real harbors on the Pacific. But as few commercial travelers are acquainted with the South Pacific I'll try to give a picture of it from the commercial traveler's point of view.

The steamer works slowly up to within one or two miles of the port, the distance depending upon accident of weather. Down here there are but few storms, and when they do occur the steamer's captain (so some have told me) uses his judgment whether to make the port at all. When the usual station or in fact any position of safety is reached, down goes the anchor, and the vessel drifts gradually to rest. The ocean swell is deep and long, although certainly no worse than what I have seen at Acajutla, Salvador. At any rate, barges and rowboats approach the steamer cautiously, and do not select the port or starboard side until it is determined which is the safer. Then the ladders, at the foot of which the small boats cluster, are lowered, while the barges come as close as they dare without being actually in contact. Seldom did I see a barge lashed to a steamer; they were as a rule attached to it by a loose hawser, while I frequently watched a native, whose almost only task was to fend off his barge when it threatened to come dangerously close to our vessel.

As it so seldom rains along this coast, the hatches are not clamped very tight, and it is therefore an easy matter to have them off and the hold accessible by the time the barges are alongside. Then the winches are set to work, and the cargo destined for that particular port is rapidly shifted from the vessel's interior to the more open spaces of the temporary receptacle that is to take this heterogenous collection ashore. I do not remember to have frequently seen emptying and filling going on at the same time. Cargo to be discharged is removed before the barge receiving it casts off from the steamer to make way for the barge bringing an outgoing cargo to be transferred to the steamer. This latter process is sometimes carried on while the steamer is slowly getting the anchor up and heading toward the open sea. Everything is moved by winches; much of the passengers' baggage and all of the cargo of whatever description or character goes overboard or comes into the space provided for it through their instrumentality. Whatever is packed in boxes or bales has a heavy rope thrown around it into a loop of which the giant hook of the winch is inserted; then hoisting is begun, out of the hold it comes, over the barge it is swung, and lowered gently to its temporary resting place.

This process is repeated at every port, and I never cease to admire the skill with which the winches are handled, the ropes thrown into place, packages adjusted so as to fit into each other, and distances calculated. If there are many small bundles, or if their contents are such that they might do damage to each other, a coarse netting is used for making a sling into which to collect everything that seems to belong there. Occasionally a sudden swell from the deep Pacific raises or sinks the attendant barge, and the winch boys miscalculate the distance into its bottom, then there is a jolt and the package at the end of the rope may suffer. Such accidents are few but unavoidable. When the barge reaches the landing place in shallow water, somewhat the same process is effected, only winches are apt to be smaller.

From the shore packages are hoisted into carts or onto the backs of men, but in many cases the local railway for the interior has a spur running

...the port, and into its cars all freight is load... ...for later delivery. Skids and trucks for that purpose are not in such common use as in the United States yet the pier workmen are very clever and conscientious, allowing but few accidents as the freight passes through their hands.

All this may appear to you, Mr. Editor, very prosy and commonplace. I am trying, however, to explain to the commercial traveler who has never seen such change of cargoes just what gyrations his packages will be compelled to undergo before they reach the consignee. To be sure, in Central America's west coast somewhat the same conditions exist, but not many shipments from the United States nowadays reach those regions, the bulk of consignments going to the ports on the Caribbean where docking facilities are available. And, furthermore, many merchants and manufacturers who never thought of business with Central America are to day thinking of sending their traveling men down this west coast to secure orders, or are even trying to obtain orders by catalogues and correspondence. If they do not have a conception of the conditions that must be met, much of their goods will arrive badly packed and damaged.

This bad packing is the bugaboo of the South American merchant buyer. I have seen it enough in my earlier work, and I see some of it now. Nevertheless bad packing is not so general as it used to be, and United States shippers are learning the lesson of good packing from their commercial rivals and from their own sad experience. One explanation, however, upon which the very first principle of packing depends, is given in the transportation methods absolutely necessary along this west coast, as I have tried to illustrate them. Let the manufacturer take notice. Goods damaged on arrival at destination are not so damaged because of careless or malicious handling, but because the very nature of transit permits of no other methods than what I have just described. For the present at least this cannot be changed. The simplest solution therefore is to pack at the warehouse for the treatment all boxes and bundles are sure to get. When the traveler has an object lesson such as is before his eyes nearly every day on this west coast from Paita to Callao, he will learn to comply with the demands of the merchants who buy his goods. When he realizes that a crushing weight of perhaps 2,000 pounds suddenly applied to his boxes as they are hoisted out of the hold and are dangled at the end of the winch for five minutes, he will reinforce the sides of these boxes. Double care in this regard, even at additional expense, pays, and pays well. The purchaser is willing to have the cost of extra packing tacked onto his bill if he feels certain that his goods arrive with no disappointing percent. of damage when they finally are unpacked in the warehouse.

These were my thoughts as I hung over the rails of the steamer for an hour at a time, watching with a reasonably trained eye the same process go on at each port. I knew, of course, that the destination was by no means at hand when once a box or bundle arrived on shore. This might be only the beginning of the trip. At the little seaport some sort of a railway taps the more or less distant interior, but from its terminus some mountain city may yet have to be reached over rougher trails, on carts, on mule, or llama back, or perhaps even on the sturdy shoulders of men. Nevertheless, my own experience warranted me in the belief that a well-packed case, coming unharmed through the test of the steamer's hold, the winch, the barge, and the landing stage, will generally survive even the oxcart and the mule. One lesson in this connection I have learned here along the west coast. Much of the commercial area into which the traveler penetrates and ships his goods is accessible by the railway.

The commercial traveler may follow the same hint. Wherever the railway goes he can probably find a market, dependent upon the class of goods he is trying to sell. Only on rare occasions will he be tempted to resort to the diligencia or the saddle. For the tourist, conditions may be different. Many delightful characteristics of life, much of the history, the people and the beauties of nature are surely out of reach unless one boldly ventures into the heart of the country, and knowing other parts of Latin America as well as I do, I would not hesitate one moment to throw myself upon the hospitality of those whose environment is still undisturbed by the impatience of the steam engine.

So this brings me to Callao, the busiest port of Peru and the entrepot for its capital, Lima. The approach to the harbor is attractive, for it is in reality a harbor, sheltered in most directions from wind and sea. On the right are two islands that give added protection, and the water front is as lively and solidly built as that of many of our own shipping places. Fogs not infrequently obscure the details, however. Thus it happened the morning I arrived that the steamer was obliged to crawl slowly to the anchorage, and we were not permitted to land till past midday.

The fleteros (boatmen) crowd around the vessel, and are willing to bargain for the transport of passengers with the baggage to the wharf, where the customs examination is conducted. Each fletero has a license tag, and the regular tariff for the use of his boat can be enforced, but as I know from long experience elsewhere, good-natured firmness on what is a proper price with a slight inclination to liberality will almost always give quick service and cheerful responses. The purser of the steamer, or in fact any one of the stewards who may have been on the coast long enough to give

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him knowledge from which to speak, can tell the passenger the average fee to pay.

In Callao this advance agreement is a matter of some importance, because it is wise to arrange for transportation clear through to the door of the hotel in Lima. So far as I could learn there are no very good hotels in the seaport itself, although respectable lodgings can be obtained there. This is easily understood, because the capital is only ten miles away, with frequent trolley and steam car connection, so that nearly all travelers and even many business men live in Lima. I at first thought it might be of advantage to stay a day or so in Callao, but everyone told me that nothing would be gained thereby, and that the wiser course was to go straight to Lima and to come to Callao from there at any time of day or night I felt so inclined. Let the stranger therefore bargain for delivery of himself and his outfit to the door of the hotel. I did so, and took my fletero along as guide and companion, learning from his pleasant gossip much practical information thereby.

The Peruvian libra is exactly equal to the British pound sterling, which is ordinarily quoted at $4.861. Pound for libra and libra for pound they are interchangeable at stores, hotels and ticket offices, while both are legal tender. But here in Lima, for the first time in my life, it happened that the Sovereign, which is the unit in which my letter of credit is issued, was at a discount. In other words, a letter of credit payable in pounds is never cashed in that commodity, but the seller of the draft must take his money in currency of the country where he may present it. If, then, he wishes to get actual gold sovereigns, he must buy them at market value, the same as if they were goods or other merchandise. It has cost me many a silver piece to buy gold money, which, as I said in my former letter, I always carry for emergency. In Lima, however, British sovereigns cost less than libras (at least on that particular day), so that I actually received a premium for the exchange. I hope others may prove as lucky.

But to come back to hotels. Lima, like all towns and many cities in Latin America, has one best hotel. The traveler can find out its name from the gossip on the steamer going down from Panama. In fact it is always safe to ask the ship's officer, or any acquaintance on the voyage what is the best hotel in the place, and the information given is sure to be satisfactory. Of course there are other hotels, some quit pleasant, but my advice is that the opinion expressed by fellow passengers is quite trustworthy. For the first time, at least, the popular hotel should be tried. At any rate, the best known hotel in any place is the rendezvous for pleasure and business. The residents assume that the traveler is staying there; it is the best spot at which to make an appointment, and if opportunity for any little entertainment arises, one can be confident that everything will be all right for all concerned.

Lima has great charm. I am tempted to give my impressions of the city, the first the average traveler down the west coast sees in South America, but I must keep to my subject. There is vigor here, but expectancy. Things are just about to be done. The life of the twentieth century is upon them, and while the past is always evident, the changes the future will bring seem close at hand. So much the better for the commercial traveler, if he makes the right start, for with acquaintance, friendships, and perhaps a clientele established, the man who has goods to sell may expect a reward when trade through the Panama Canal adds a favorable factor to his competitive ambition.

A trip the traveler must make from Lima is that up the Central Railway to Cerro de Pasco. Many articles and many books have been written on this part of Peru, so I mention it only as a field for commercial activity. The scenic and other marvels speak for themselves. There is nothing to break the journey to the plateau, unless one wishes to ascend the 15,000 feet gradually. Neither need one be tempted on the first trip to visit other towns than Cerro de Pasco, although several places should be marked as worthy of future investigation. Remember, I am exploring the ground for myself and trying to give advice to others, and for that reason I allow only the absolutely necessary time to covering what promises to be profitable now.

Experience so far has taught me that South America needs very careful studying if success is to follow my efforts. I have no time or money to waste, yet I want to reap the fullest value from this trip. From my own satisfaction I have learned that I must get right down to the people of the country, here even closer, perhaps, than in other countries where I feel more at home.

My first step, after quartering myself at a hotel, is to visit the United States Counsel, whose assistance is indispensable. He usually knows what to do and how to do it, and is posted on the commercial condition of his district. I like to say for my own satisfaction that in my inquiries I have always been welcomed and aided by him. But, poor man, I try not to bother him too much. He is a hard-worked official, and cannot be expected or asked to know everything. Always keep in touch with him, however, and let him keep track of you, and the result will leave nothing to be regretted.

My next step is to go over carefully in a directory the names and addresses of those who may handle my line. But the distinctive sub-divisions in a directory are not always a safe guide. In many instances a large and important dealer in particular merchandise may be concealed under the general title of importer and exporter or general

agent. He may do a business of hundreds of thousands of dollars, and have agencies in a dozen or more places in the country, with only his name over the door. Be sure not to overlook any man or firm whose relationships with the commercial world are of an international character. Next I follow down the list of business houses whose interests may be aroused by what I carry, and I call on them one by one.

My last step is to go exploring. I mean that I wander about the city, look into shop windows, investigate the conditions and limitations of the local demand, and try to get acquainted with the retail dealers and even the customers themselves. I get thereby the current attitude of mind, and learn not only what chance I have for entering the market, but also what modifications should be made on my own line to meet the tastes or the requirements of the people who will buy. I have never tried to sell anything in this way, but it gives me a firmer clutch of knowledge and an ability to talk sense with any clients (parro-quianos), present or to come. This implies, of course, a reasonable fluency in Spanish, but even lacking that, it is astonishing how much can be accomplished among all native classes here by a smile, patience, good nature, and an appeal to their curiosity. Moreover, this is the best practical school in the world, for I have often been astonished to find that an article which all dictionaries translate by one name will, among the people who use it daily, be called and sold by quite another. Having this local world in one's vocabulary helps a lot in making a sale.

Were I selling pianos, even, I should not hesitate to act thus, with modifications to suit the particular case. I have before me now a letter from a good friend who, like myself, is making the commercial tour of South America for the first time, although my knowledge of Latin America in general is far more extensive than his. He writes :

"I have spent quite a lot of time in the shops themselves, demonstrating my product and teaching the native workmen how to handle my goods. I thus made friends of the men in the shops, all of which seems necessary in my business, and I have made known by its trade name our products in the shop."

You see, he got right down to the bottom, and I am certain that he and his company will never regret the time or the effort it cost him. Referring again to my friend, he confirms my advice to take only the big cities first as furnishing plenty of work in reasonable time. He also cites another friend who is an old hand at the game, who reserves other places than the centres for subsequent trips, and he says that it is never possible to cover South America in one trip.

Following my own convictions, therefore, I came back from Cerro de Pasco, and took steamer again at Callao for Mollendo, planning to stay at Arequipa on my way to La Paz, the capital of Bolivia. Between Callao and Mollendo there are at least two ports, Cerro Azul and Pisco, which I had to put on my reserve list, although other towns are on the steamer's itinerary. The distance to Mollendo is 485 miles, and we were four days under way. I give this fact merely to show that one must not be in a hurry, nor make an inflexible itinerary, because disappointment is sure to follow. I utilize the time on a steamer for writing out my notes, making reports and arranging for the future.

At Mollendo there seemed no good reason for delay, so I took the first train up the mountains, reaching Arequipa in the afternoon. In addition to the advantage of getting a good acquaintance with this town, a practice no traveler can afford to neglect, there is the further reason that it offers a convenient break in the journey between the seacoast and Lake Titicaca, which is 12,500 feet high, Arequipa being but 7,500 feet. Here the climate is delightful, and a few days' rest fits the traveler for the rarer air of the plateau above, and permits the necessary acquaintance with its markets.

Probably you think, Mr. Editor, that I ought to tell more of scenery, while I am talking shop. But I have intentionally omitted expressions of my feelings in passing through these wonderful countries, partly because I am shy and like to keep my enthusiasm to myself, partly because much has been written in the many books on South America, old as well as new, and I should be a poor hand at description compared with trained writers. Besides, these letters are stringing out beyond my original intention, as it is, and I wish to utilize all the space you can give me for the unvarnished experiences and opinions on the workday problems of the traveling salesmen.

Now, Mr. Editor, I have written too much and, so it seems to me, have said too little. It is about like my trip, where I have so far seen and learned a great deal, but I feel that I have left out quite as much as I have accomplished. South America is huge—very much greater than I had imagined when I started—and I know I shall be compelled to put aside many important things for a second visit. So I have omitted from this letter many details that were of value, while I tried to crowd into it those points that impressed me as most vital to a man gathering information from a first-hand experience. You must be the judge of the success of my efforts and cut out whatever may be superfluous. Hasta luego. VIAJERO.

Kind words are often wasted where a swift kick would have been more effective.

Purgative By Hypodermic Injection.

A purgative, separated by Professor Tschirsh from the bark of cascara sagrada, under the name of peristaltine, promises to be one of the best remedies of its kind (Nouvelles Remedes, No. 7). Inert by itself, it decomposes in the human organism, and a resulting product, eliminated in the intestines, exercises a tonic influence on their actions. Subcutaneous injections of peristaltine produce very marked laxative results which are shown at the end of eight or twelve hours. The remedy is indicated in all cases where the use of purgatives or rectal injections are impossible or even dangerous, as in intestinal occlusion, appendicitis, etc. The injections are highly recommended in dyspeptics and patients afflicted with chronic constipation aggravated by long use of laxatives. In childbirth hypodermic injections of peristaltine are also very serviceable.

KENT McCLAIN AGAIN.

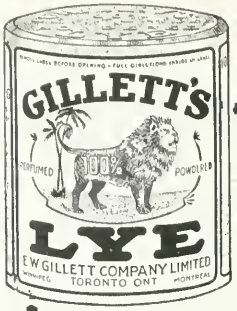
The Thrasher Drug Co., of Edmonton, Alta., have recently made exclusive improvements in their store. These include a line of five all glass construction show cases of the Roman design in Circassian walnut with white Italian marble bases, supplied by Kent McClain, Limited (Toronto Show Case Co.) of Toronto.

The War

THE shutting off of imports from Continental Europe into Canada, due to the War, gives many home industries an unexampled opportunity for immense and immediate development.

Canada will prosper at the expense of Continental Europe. This is not a time in Canada for repining on the part of the business man. We must be careful, even frugal, but we must also be bold.

Victory is to him who has courage



Gillett's Lye Cleanses.

It cleans thoroughly whether the dirt is visible or invisible.

Millions of people use it every day.

Sold by the best Druggists everywhere.

If your wholesale house will not supply you at list prices, send order to us, and we will ship goods direct.

Two other lines

Gillett's Caustic Soda.
Gillett's Cream Tartar.
(Chemically Pure).

E.W.GILLETT COMPANY LIMITED
WINNIPEG TORONTO, ONT MONTREAL

Succesful Candidates at Quebec.

MONTREAL.—The July preliminary examinations held in Montreal and Quebec of the Quebec Pharmaceutical Association have resulted in the success of the following: J. E. Grenier, E. Lafrance, E. Grenier, G. H. Fensom, R. Ethier, N. Teck, M. Hays, J. A. Casey, A. Bellemare, E. Desranleau, O. Gravel, V. Desy, D. Tanguay, A. Chicoine, L. Lariviers, Melle A. Bonneville, T. Dowd. The following passed on all subjects but one: Messrs. J.A. Bernier, A. R. Dagenais, J.P. Dagenais, L. Adelson, P. Lanctot, J. Taillefer, A R. Taillefer, C. E. Barbeau, H. A. Paum, S. Frischling, D. Lorti. The examiners were: Profs. J. O. Cassegrain, of the Jacques Cartier Normal School, and I. Gammell, of the High School, with Mr. A. J. Laurence as general supervisor, and Victor Giroux, as supervisor for Quebec and vicinity.

The major and minor examinations will take place on the 21st of September at Laval University, Quebec.

You can't keep a good man down. Cream will rise to the top in obedience to natural law. Cream simply cannot remain on the bottom of the pan. It has to rise. Natural law compels it. Men and women who are the cream of the business world cannot stay at the bottom of the pan of business.—A. F. Sheldon.

NOTICE to DRUGGISTS

THIS QUANTITY OFFER ON

Mentholatum

Is open to you at all times through your Jobber

With 3 doz. Quantity, 1/3 doz. 25¢ **FREE**

" 6 " " 2/3 " " " and 5% Dis.

6 2/3 doz. costs $11.40, sells for $20.00

NET PROFIT $8.60, or 75%

50 CENT. SIZE COUNTS DOUBLE ON QUANTITY

RECOMMEND MENTHOLATUM

AT THIS SEASON FOR

INSECT BITES — ALL INFLAMMATIONS

HAY FEVER — HEADACHE

PILES

SUNBURN — POISON IVY

The Mentholatum Co., Bridgeburg, Ont.

Vitafer

A proteid tonic Food prepared in England.

Composition.—The entire protein constituents of Milk (Casein and Lactalbumen) combined with—

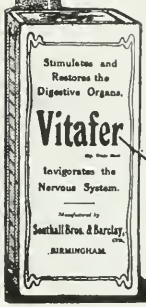
Calcium Glycerophosphate ... 2·2 per cent.
Magnesium Glycerophosphate ... 2·2 " "
Sodium Glycerophosphate ... 1·1 " "

VITAFER—A source of Phosphorus capable of easy assimilation.

Phosphorus in the forms best adapted for the function of—

Nerve Nutrition.
Bone Formation. Replacement of Tissue Phosphorus.

VITAFER is non-constipating.


Stimulates and Restores the Digestive Organs.
Vitafer
Invigorates the Nervous System.
Southall Bros. & Barclay, BIRMINGHAM.

SOLD IN TINS. Nominal Capacity.

	2 oz.	4 oz.	8 oz.	16 oz.
Trade Prices	$3.50	$5.75	$9.50	$16.00 per doz.
Retail "	50c.	75c.	$1.25	$2.00 per tin.

Sole Manufacturers:—
SOUTHALL BROTHERS & BARCLAY, Ltd.,
BIRMINGHAM, ENGLAND.

Supplied by the Wholesale Drug Trade Throughout Canada.

COWAN'S

LIQ. AMMON. FORT.

PURE

Agreeing Fully with all the Requirements of the B. P.

See that every Winchester carries our Signature—
JOHN COWAN COMPANY, LIMITED

GLYCERINE, C.P., in cans and drums
BORIC. ACID, Merck and English
CARB. AMMON. 5 lb. and 10 lb. cans, kegs and casks
CHLOR. AMMON., kegs and casks

JOHN COWAN COMPANY, Limited
3 DALHOUSIE STREET
MONTREAL

Official Catalogue
Open Air Horse Parade and Show
Queen's Park, Toronto

ROYAL COMPO
FOR HARNESS

Endorsed as the best Polish for the protection of Harness. If you are not a horse owner, try

ROYAL SHOE COMPO
Ten Cents, Black or Tan. Try It.

SELL ALSO
Scott's Arabian Paste
CURES ALL SORES
SOLE AGENT FOR CANADA
H. F. FALKINER
TORONTO - - ONTARIO

Read What Our Subscribers Say About the Canadian Druggist.

An Interesting Letter from One of Our Oldest Subscribers.

Guelph, Ontario.

The Canadian Druggist,
Dineen Building, Toronto.

Dear Sirs,—I have your letter of the 26th ult., and am quite in sympathy with the position you take in regard to the discontinuance of free copies of your journal. I think your proposal is in accord with sound business policy. I have pleasure in enclosing you $2 in payment of the bill enclosed.

While I am a subscriber to many drug journals, and could get along without several of them, I feel I must at present support the Canadian Druggist. It will be necessary, in the course of time, to revise my list, and I quite expect your journal, on its merits, will command a continuance of my support.

With best wishes for your continued prosperity.

Yours very truly,
A. S.

Winnipeg, Man., July 21, '14.

The Canadian Druggist,
Dineen Building, Toronto.

Gentlemen,—The Local Executive of the C. Ph. A. wish to acknowledge the hearty co operation extended through the columns of your valuable Journal, in promoting the interest and enlivening the enthusiasm in the forthcoming convention. The value of the Drug Journal to the trade cannot be estimated, and the willingness of the Pharmaceutical Press to co-operate with all movements for the advancement of affairs in Pharmacy is a fact very well known, and in this particular the Canadian Druggist has always maintained a place well in the vanguard.

We appreciate the general interest taken, and while we realize that our remittance is not in proportion with your usual advertising rates, at the same time we feel assured of your willingness to co-operate with us in this extent without consideration of the monetary aspect in itself.

With very many thanks for your hearty and generous support, I remain

Yours very truly,
C. W. CAMPBELL,
Sec. Local Executive.

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85 Montroyal Ave., Room 5.
Sterling Building, Montreal.

The Canadian Druggist,
Dineen Building, Toronto.

Dear Sirs,—Your letter received. I was waiting for the bill to pay for your esteemed journal. I did not know what was due. Please fine here enclosed $2.00.

Yours truly,
A. D. DEL. VECCHIO, M.D.

What would you think of the man who puts up an attractive window display and then locks his door to keep the people from entering. You'd say he was "nutty." This is exactly what the man is doing who belongs to Rotary, displays his name on the rooster, but locks the door of acquaintance and business.

COPY OF NOTICE SENT OUT BY THE SECRETARY

Winnipeg Convention Postponed

BY authority of President Nesbitt I am instructed to notify you that the Convention of the Canadian Pharmaceutical Association to have been held in Winnipeg on August 17th is indefinitely postponed. Further information regarding this will be furnished later. The great war in which our motherland is fighting for her existence and calling for the aid of every loyal Canadian is the justification for postponement.

GEO. E. GIBBARD,
Secretary.

MADE IN CANADA

Caustic Soda 75-76-77%

Bleaching Powder 35-37%

WINDSOR BRAND

The Canadian Salt Co., Limited
WINDSOR - ONTARIO

THE NICHOLS CHEMICAL CO., Limited
(Selling Agents for Canada)

Buying Power of the Audience.

By R. R. Shuman

This is a day of scrutiny of weights and measures. Those troublesome "efficiency fellows" have set the new fashion of demanding a hundred cents' worth for every dollar spent. Not sentiment but the "pound of flesh" is nominated in their bond.

And the more this fashion grows the less your men will be sellers of space and the more they will become sellers of AUDIENCES—and OPPORTUNITIES.

And it is well that it should be so; for you, of all publishers, can, with definiteness, promise and agree to deliver the friendly eyes and studious attention of a given number of men of a known influence or buying power.

VAST AGGREGATE BUYING POWER.

Indeed, here lies your greatest strength, and your largest opportunity—the vast aggregate and high average buying power, direct and indirect, of the audience you offer.

You can't say to a man that you will guarantee to make money for him, but you can guarantee him an audience that is now spending, and will steadily continue to spend, large sums of money, in the aggregate, for the product or the proposition or the service that he proposes to advertise in your columns. This is assuming, of course, that you limit your solicitation to advertisers upon whom you have a valid claim.

All you can say to your prospect is—.

"I have assembled the audience; picked men of influence, men who believe in me and my publication, and know that it will not permit any faker or unworthy man to mount the platform. If you have anything they want, and are able to present your case in a way that will carry conviction, you should do very well. I offer the audience, but I can't guarantee that you won't make an ass of yourself when you get up to talk to it.

"Nor can I guarantee that your product or your proposition, or your price, however ably presented will interest them.

"I offer an audience of intelligent, influential men, who buy by wholesale in tremendous quantities—a multi-million-dollar audience, assembled in my columns, a selected audience of buyers who have paid for the privilege of reading your message, because that is the sort of information they need in their calling.

SKIMMING THE CREAM.

All advertising is, in effect, a mailing list, but yours is distinctively so—a mailing list which, in the very nature of the case, is selective—the cream of the class—because it is the live men of any calling who subscribe for and read the journals that belong to that calling.

And your duty to yourself is to be able to describe, characterize, and enumerate that audience, in terms of its buying power.

The merchants, architects, engineers, contractors, builders, machinists, undertakers, druggists, railway officials, lumbermen, and men and women of every class and calling who subscribe for and read their distinctively trade or class journals, are the ones WORTH WINNING; and time and money spent on non-subscribers is very apt to be time and money wasted or worse than wasted.

HOLD YOUR MAILING LIST SACRED.

Exalt and glorify your mailing list as a something sacred and far above the ordinary mailing lists, and don't let anybody have access to any considerable portion of it, except in one way.

I once saw a popular though off-color play, in which a climax occurred that illustrates my point. The scene was laid at a fashionable hotel, and a rich old geezer, after chasing a pretty girl employe, finally got the chance to ask her the way to her room. In true melodramic style the young woman drew herself up to her full height of some five-feet-two, and, with flashing eye and tense voice, replied: "The way to my room, sir, is right up the center aisle of the church!"

So, when any prospect seeks to buy or borrow a copy of your mailing list, tell him the way to that audience is right down the center of an advertising contract, and, that attended to, your pages will furnish the route to your subscriber's hearts and pocket books.

Each index card in your mailing list is not a "name"—it's a MAN—and it cost you so much money to win the confidence of that man that you have no right to sell that man's confidence except through the same channel that you won it— your own useful columns.

MORE FAITH IS NEEDED.

Oh ye of little faith! If you but knew how high you stood in the estimation of your readers!

If you but knew how every worthy paragraph you print is food and help and inspiration to a multitude of men—or women:

If you could only soar high above your petty set-backs and look down upon your publication and its opportunities as a disinterested observer, you would receive new inspiration toward higher and higher editorial standards, and your too pliant spines would bend less easily to the penny-squeezers who seek to buy your space and your influence as they buy mops and feather dusters!

THE WAY TO BUY SPACE.

In the past year my organization has bought space in trade and class journals aggregating considerably over a quarter million dollars, and every dollars' worth of space was bought at your own card rates without any demand for price-concessions!

(Continued on page 560)

Retail Druggists, Attention!

Owing to the disturbance to business caused by the war and the fact that shipments will be interrupted for an indefinite period, and further on account of increased shipping charges, rates of exchange, etc., and the fact that manufacturers have advanced their prices from 100 to 500%, to us we have had to advance prices proportionately on nearly all drugs and chemicals.

We are buying to conserve our stock to keep our friends supplied at least with necessaries until the present crisis is passed.

We trust you will send your orders as usual, and assure you we will fill them as fully and promptly as conditions will permit. If prices are not satisfactory you are at liberty to return goods, if it is done immediately.

THE LYMAN BROS. & CO., Limited

WHOLESALE DRUGGISTS TORONTO, ONTARIO

The Best Value For Druggists Is

J. S. Hamilton & Co's. Brandy

DISTILLED AT COGNAC, PELEE ISLAND

UNDER EXCISE SUPERVISION

For sale in Cases 12 qts., 24 pts., 24 and 48 flasks

J.S. HAMILTON & Co., Brantford

WHOLESALE DISTRIBUTORS FOR CANADA

The Consolidated Fruit Jar Co.

New Brunswick, N. J.

—MANUFACTURERS OF—

Sprinkler Tops,
Talcum and Tooth Powder Tops,
Aluminum Collapsible Drinking Cups,
Plain & Decorated Collapsible Tubes,
All kinds of cast metal goods.

Sole Manufrs. of Drummond Pat. Closed Tube

—— WRITE FOR PRICES ——

KEATING'S KILLS BUGS

The oldest and best known insect powder on the market. Used throughout the world where insect life is a pest. It always satisfies the customer. The peculiar merit of Keating's is that while it is fatal to every form of insect life it is harmless to human or animal life, and will not injure the most delicate fur or fabric, or irritate the skin.

Keep your stock of Keating's well Replenished

Trade Notes

J. Carter has succeeded to the Wilson business in Leduc, Alta.

Dr. Geddes has opened a business in Westlock, Alta.

Mr. A. Glenne is starting a new business in Melfort, Sask.

The Norwood Drug Co. has opened a branch in St. Vital, Man.

Mr. L. Cyr has opened a new business on Bernard St., Montreal.

J. W. Craig has started a new business in Ottawa, Ontario.

W. B. Davis has succeeded W. S. Francis, Winnipeg, Man.

Mr. R. H. Klock, of Shawville, Que., is offering his business for sale.

The Ft. George Drug Co., Ltd., has started business in Fort George, B.C.

R. J. Johnson, of Hearst, Ont., was burned out in July.

R. M. Wright has opened a new business at Edmonton, Alta.

W. G. Robertson has succeeded A. H. Peacey at Courtney, B. C.

Public Drug Co., Main St., Winnipeg, suffered a loss by fire early in July.

W. H. Rowe has opened a new business on Central Ave., Prince Albert, Sask.

W. Robson, recently of Winnipeg, has succeeded W. H. Morrison, of Dauphin, Man.

J. E. Oliver has opened a new business at Bank and McLaren Sts., Ottawa.

F. G. Brow has purchased the Capitola Pharmacy, Vancouver, Man.

Mooney Drug Co. has succeeded J.M. Sissons at 43 Jasper West, Edmonton, Alta.

A. Lecavalier, has opened a new business at 135 Notre Dame St., Lachine, Que.

A. Dulmage has succeeded R.T. Chown at Saskatoon, Sask.

Lauspearys, Ltd., of Walkerville, Ont., has been incorporated.

Walter P. C. Scott, of Chatham, has succeeded A. E. Shaw, Loggieville, N. B.

Moores, Ltd., have succeeded H. O. Wilson, 374 Queen St. W., Toronto.

H. W. Brown & Co., Esquimalt, B.C., have opened a branch store in that city.

E. L. Colling, Druggist, Moose Jaw, Sask., has moved his business to High St. W.

R. M. Wright, Luseland, Sask., has commenced a drug and stationery business.

G. A.W. Laidlaw, Vancouver, B.C., has been succeeded in business by F.G. Brown & Co.

R. A. McRuer, of St. Boniface, is opening a branch on Marian Ave., Winnipeg.

The Vancouver Drug Co., Vancouver, B.C., has been succeeded by the Vancouver Drug Co., Ltd.

C. L. Guest has succeeded F. H. Webb in his branch store at 365 Jones Ave., Toronto.

T. H. Fletcher & Co., Granville and Nelson Sts. Vancouver, B.C., have discontinued business.

I. G. Blain has opened a branch in Sault Ste. Marie under the name of Red Cross Drug Store.

M. H. Argue, of Cut Knife, has purchased the Battleford Drug Co., of Battleford, Sask.

I. K. Brown, Winnipeg, is opening a branch store at the corner of Redwood Avenue and Kelvin Street.

R. W. Riley has opened a new business at the corner of Cloverdale and Douglas Sts., Victoria, British Columbia.

E. Simpson intends opening a new business at Dorchester and Lilac Sts., Ft. Rouge, Manitoba, in the near future.

W. H. Fleming, recently of Gananoque, Ont., has purchased the interest of C. C. Mckechnie, in the Drug and Stationery Co., of Watrous, Sask.

The new Ryrie office building is one of the most modern office buildings in Toronto, and its location is one of the best.

The Toronto office of the Parke-Davis Co. has been changed from 28 Wellington St. west, to the Ryrie building, corner of Yonge and Shuter Sts.

I. H. Pountney, druggist, formerly of 1091 Bathurst St., Toronto, has moved to 1284 Yonge St., formerly occupied by Dr. R. H. Thompson.

Mr. Frank Willey, formerly manager of Sloan's north-end drug store, is now with T. H. Pountney, 1284 Yonge St., Toronto.

The Robert Simpson Drug Co., Toronto, has been incorporated in Ontario with $25,000 capital, and provisional directors, N.S. Morden and C.W. Stewart, pharmaceutical chemists, and F.A. Rogers, manager.

Dr. R. H. Thompson, who has for some time conducted a successful drug business at 1284 Yonge St., has moved further north into a new building corner of St. Clair Ave. and Yonge St. It is a corner store, and commands an excellent position for a high class drug store.

Ontario College of Pharmacy.

The College has opened for the season's work with a class of well over one hundred members. This is very gratifying to the Registrar and the professional staff, and we wish them a very successful season.

"Criticism is either an asset or a liability. Never listen to a critic who cannot suggest something to take the place of the thing he would turn down."—Exchange.

Buying Power of the Audience.

(Continued from page 557.)

If we believed a publication belonged in a client's campaign, and its value to that client was within the rate charged, we used it. If not, we simply did not use it at all.

Nor have we asked for "puffs" nor used a tenth of the opportunity offered us for free editorial space.

YOUR OWN ESTIMATE OF WORTH.

Furthermore, and let me make this plain: the journal that systematically prostitutes its editorial columns to nauseating puffs, written and forced upon it by short sighted advertisers, receives scant consideration at our hands.

An again, the journal that peddles its space at almost any price with hints of "free insertions" (very confidential of course) makes so public an acknowledgement of its doubtful worth that we dare not recommend it to our clients, no matter how highly we may esteem the misguided solicitor.

KNOWN QUALITY IS ALSO VITAL.

I have been trying to give you a high conception of the QUALITY of your specialized circulations—in terms of the buying-power or influencing of your readers. Now let me make it very plain to you that in my eyes, a guarantee of known QUANTITY is equally important. I believe that, as a rule, the business journals are really more honest in circulation statements than the more popular publications, not excluding the church and religious papers; but I have seen so many fraudulent and crooked and absolutely inexcusable circulation claims in your own ranks that I have placed on my preferred list those journals that have come under the recent audit agreement, or which in some other way prove their circulation by some satisfactory authority outside their own offices, and will continue to give those publications the preference, in spite of every other claim or consideration, until I find some other guide in which I have greater confidence. I recognize that this may be unjust, here and there, to some single publication; but in this busy age we must have some guide, and must subdivide by classes rather than by individuals.

FAVOR POSTOFFICE PUBLICITY.

To be honest with you all, I sigh for the day when the United States Government will make any audit scheme unnecessary by opening its 2nd class records to whomsoever, at the same time compelling the publication of paid and unpaid circulations. Each postmaster, and Uncle Sam himself, will then be absolved from the charge of being accessory to a fraud on the advertising public.

SHUMAN'S TESTED FORMULA.

After years of practical test I have, as yet, found no substitute for my original formula, that the value of any medium to any advertiser is the quantity of its circulation, multiplied by the purchasing power per cent. of its readers for the thing to be advertised; divided by the rate; in other words:

$$V = \frac{C \times P}{R}$$

And in this formula I give equal value to the quantity and the quality of the circulation; for a deficiency in either neutralizes the value of the other. And, by the same token, a too high rate neutralizes both. Let me say though, that by this test I find far more of your rates lower than necessary than I find higher than warranted.

Any man who possesses the power of analysis of the contents of the publication itself and the patience to analyze it, can wisely determine the QUALITY of your circulation for himself. That is something the shrewdest of you cannot conceal; but the QUANTITY is your secret, and so many of you have kept it a secret so long that you have no one to blame but yourself for any suspicion that exists in the minds of your prospects.

AT THE MERCY OF COMPETITORS.

In this connection, don't forget that every one of you who fails to prove his circulation lays himself open to the charge, by competing salesmen, of having only a fraction of the actual.

A solicitor for a publication in a certain retail field declared to me, some time ago, that a rival publication, for which I expressed considerable admiration, printed only 500 copies, and that absolute proofs to that effect were in his office; while he could also prove that his own paper had over 10,000 paid dealer circulations. On the strength of that I conducted a circular inquiry sent, with return postage prepaid, to all dealers in the United States in that line, on my own letter heads, and found that the journal which he said printed only 500 copies had three times the paid circulation of his own! Such a damaging claim, no doubt frequently repeated, would not have been possible had the maligned journal been brave enough to prove and publish its actual figures.

CIRCULATION LIE IS A FRAUD.

As a member of the National Vigilance Committee of the Associated Ad. Clubs, I hold that a publisher has no more right to lie about his own or his rivals' circulation than an advertiser has a right to lie about his product; and I am trying to do what I can to smoke out both kinds of liars.

THE AGENT'S RESPONSIBILITY.

And I believe that if I should ever knowingly permit myself, as an agent, to spend my client's money in publications of spurious circulation, I would be as much accessory to the publisher's fraud as a publisher is accessory to an equally inexcus-

(Continued on page 562.)

LEVER BROS., Limited

Chemically Pure

REFINED GLYCERINE

(MADE IN CANADA)

In Half Ton Drums

and 56 lb. Cans

QUOTATIONS GIVEN FOR ANY QUANTITY

SELLING AGENTS

John Cowan Co., Limited

Montreal Chemical Works

1-15 Dalhousie St. - Montreal

Pepto-Mangan (Gude)
(Reg. U. S. Pat. Off.)

is *the one and only* absolutely uniform and unalterable solution of iron and manganese in the form of true organic peptonates. It is also *the one and only* preparation lawfully entitled to be known as "Pepto-Mangan," a valid trademark, which is our exclusive property. We respectfully request the trade to take due notice of these facts.

M. J. Breitenbach Co., New York, U. S. A.

"WEISSFELD BRAND"

WASHABLE COATS FOR

Dentists, Doctors, Druggists, Jewelers, Osteopaths, Etc.

Made to order or ready made. Seventy-five different materials to choose from. Write for styles, materials and prices, free upon request. Parcels Post prepaid to all parts of the world.

Smoking Jackets, Dressing Gowns, Bath Robes and Hospital Uniforms a Specialty.

WEISSFELD BROS.

Manufacturers of Clothing and Uniforms of every description.

332 Broadway New York City, N.Y.

Special—Suits or overcoats made to order at $11.75. Write for samples.

This Ink has been known to the trade since 1835 as
PAYSON'S
INDELIBLE INK.
for Marking Linen, Silk & Cotton
WITH A COMMON PEN.
Without a Preparation.

THE OLDEST THE BEST

ESTABLISHED 75 YEARS

Always in **YELLOW** and **RED** wrappers

Specially Suitable for the Canadian Climate

BEETHAM'S

La-rola

THIS DAINTY TOILET PREPARATION protects the skin from the effects of the Sun, Wind, Hard Water, and prevents Roughness, Redness, Irritation, Tan etc. It keeps the skin Soft and White, and adds the charm of youth to the complexion. It will keep the skin in a perfect condition during the Summer.

It is a Perfect Protection to the Skin during All Summer Exercise and Sports

Sole Makers: M. BEETHAM & SON, Cheltenham, England
(Through Any of the Wholesale Houses

THE CANADIAN DRUGGIST

is the

Best Advertising Medium

For Wholesale Druggists, Stationers and Manufacturers of Toilet Powders, Hair Brushes, Combs, Shaving and Fancy Soaps, Photographic Supplies, etc.

Send your copy in and give us a three months' trial.

THE CANADIAN DRUGGIST
TORONTO

The Martin, Bole & Wynne Co., Lt'd.

Wholesale Drug Merchants and Manufacturing Chemists

Corner of Princess and Market Streets - WINNIPEG, MANITOBA

COMING WEST?

Should you desire to come to the great North-West, either to engage in the drug business for yourself, or to take a position as a clerk, we are able to assist you.

We are constantly in touch with every section of Western Canada, and shall be glad if we can be of service to any one desiring information, as to location, necessary capital, qualifications, etc.

We Usually Know of a number of drug businesses for sale and will be glad to send — **Full Particulars Upon Request.**

—WRITE US—

Business-Opportunity Notices

For Sale, Exchange, Help Wanted, etc., 50c. for 25 words or less; subsequent insertions 25c. Send cash with order

PARTNER WANTED.

I have land and ranch and want some one to put up cash to buy cattle and start ranch. For particulars apply to Box A., Eckville, Alta.

FOR SALE.

Canadian rights for sale on good paying medical proprietary preparation. Nothing like it manufactured in Canada. A new idea. Good business being done with it in United States. Rights include formula, trade-mark, name (registered in Canada) and sole right to make and market in Canada. Excellent opportunity for right parties. It is an old idea in up-to-date form, and is like the electric light as compared to the candle. Every home will be probable users, and it is a steady repeater. Put up in handy, sanitary, collapsible tubes which retain the full strength of the ointment. The package is handsome. For particulars address President 1211 Citizens' Building, Cleveland, Ohio, U. S. A.

FOR SALE.

Drug business in Western Ontario town. Stock and fixtures $3,800 cash. Annual sales $6,500. Good side line, small expense, in one of best farming districts in Ontario. Box 50, Canadian Druggist.

Four things a man must learn to do
If he would make his record true;
To think without confusion clearly,
To love his fellow-man sincerely,
To act from honest motives purely,
To trust in God and Heaven securely.

—Henry Van Dyke.

Buying Power of the Audience.

(Continued from page 557)

able fraud when he opens his columns, for pay, to an advertiser whom he knows or suspects to be crooked.

The "Truth" emblem dominates this convention, as it has the past two. Let us make it apply to both quantity and quality of circulation, and in doing so, I urge each one of you to be as fearless in standing for the full value of the quality of your circulation in terms of its buying power, as you are in silencing every hostile criticism as to the quantity of your offer.

One of the richest rewards of a singularly busy life is the satisfaction I feel that I have played a real part in raising the business and class journals to a higher place in the minds of men who spend money for advertising. At first my fight seemed almost single-handed, for in the earlier days the publishers seemed to mistrust themselves almost as sadly as they mistrusted each other; and, as a consequence, the general and loosely-used term, "trade journal," stood for mendicancy and petty graft in the eyes of the general advertising world. For in those days you had no champion—not even yourselves.

But I have seen such a splendid stiffening of spines, and such a broadening of horizons, and such a widened conception of your real worth and influence, that I look forward with confidence to a very near future day when the outfit shall be eliminated, and the fit raised still higher in the convinced estimation of the men who support us all—the advertisers.

KENT-McCLAIN AGAIN.

Dr. C. M. Burroughs, of Sudbury, has opened a new drug store that is an excellent example of "Mission" design and finish in oak. The outfit has been supplied by Kent-McClain, Limited (Toronto Show Case Co.), of Toronto.

Camping Out.

"Camping out!" What magic those words hold and what pictures they bring back to memory if one has known the joys of such experiences in early childhood. I can see now just how the baby sister looked as she emerged cool mornings from the family tent, clad in her quaint brown coat, with its funny, big buttons, taking her first tottering steps upon the grass between the tent and the boat pier. Ah! that was the peril too little regarded by my venturesome self, for off that pier I went with an involtary plunge, to be happily, if not romantically rescued by my father's friend, now one of the famous preachers on Fifth Avenue. Across the lovely lake was a summer resort, where some enterprising collector of curios had established his "museum," his shelves stocked with all the flotsam and jetsam of history and science, but that which held us longest and is best remembered today is "The Tragedy of Who Killed Cock Robin," the silent "actors" being stuffed birds in various stages of molting. I made the big, flat rock before our tent my favorite seat upon days of sunshine, but fled to the bunk and the blankets when the thunder went bumping around the environing hills, for our lake district seemed to be close to the cave of Acolus, from which issued unheralded storms.

All these things come back to my mind as I write these words "Camping Out," for we children looked forward to the annual month by the beautiful island merely as now we look back upon it with unalloyed pleasure. There were long rides up hill and down dale with the faithful steer conveying us and acting as sentinel when we left the buggy for side excursions into the berry patches, whose black caps were strung upon the long stems of wayside "Timothy." No unknown wild flower was passed twice, for we always stopped and plucked it carefully, that we might consult our hand book of botany as to its name, use and history.

More than once or twice have we sat out long days since upon great ocean liners, and that in many seas, but no experience of travel ever gave us greater thrills than those we knew when the little "Admiral" slowed down at our wharf to take us aboard for the "round trip." Since then in many an "Ausflug" among the Alps and Rockies have we picked up souvenirs of the summer, but nothing ever was longer cherished than the little cut-class cologne bottle which we bought at a country store one summer day, as father stopped to water the horse that drew us. And with these previous memories of inexpensive outings in my mind, how sorry I am for the children who have never known the real but simple joys of "Camping Out."

But we were asked "what to eat and wherewithal to be clothed" for an excursion among the great ranges of our own continent. There is another story, and one to be entered upon with caution, because different people have such different ideas as to what "Camping Out" means.

Does it mean a nice little sleeping cabin all your own, and a place to eat—"up back"—where you have three square meals a day and never have to think how they are cooked? Then the problem is easy—simple clothing that will not be spoiled by sun or rain.

The old camper knows that trifles loom large when you are "twelve miles from a lemon." Soap, candles, matches, hammock, steamer rug for cold evenings, and some games for the inevitable rainy day, all these you should add to your "dunnage." Now let me whisper to you a secret for the ladies, gleaned from twenty odd years of camp and travel; if you want to be popular, always take an alcohol lamp and teakettle. Add "the makings" of tea or coffee, as your family prefers, and they will some day bless you with a "Well, well, this goes right to the spot."

"But we are going to the mountains and do our own cooking and live in tents," you say. That is a different matter, and your first rule is: You cannot be too warm and have too many eatables. Get a khaki tent with a separate interlining of cheesecloth to protect you from knats and mosquitoes; an "A" tent is large enough for two, and they come with waterproof cloth floor covering. Four blankets apiece (unless you choose three of Hudson Bay or army weight) laid on top of spruce bows on a dry floor will make you a luxurious bed. Woolen shirtwaists are easily washed and do not need ironing. Heavy boots, moccasins, knit underwear, sweaters and a felt hat will be the essentials of your outfit. But if the ladies are going to ride horseback, add a divided skirt and gauntlets to protect your wrists from sunburn.

Have all cooking and table utensils of granite ware, and while you must have enough, remember that in camp one does not change plates for each course. Indeed, if there is a plate, cup, spoon, knife and fork for each, and a couple of extra for guests, you will be amply supplied. When it comes to food, inquire carefully once and again about transportation, distances, markets, etc. Pack horses are not easy on edibles, and while conveyance by pack train can be done and done well, you will need advice from your guide before purchasing your commissaries, if so be you depend on those animals to carry your food supply. In general, have plenty of canned fruit, tomatoes and potatoes, as well as cereals and condensed milk. Make your lists for buying; then plan a couple of meals at home and see whether you have every article you need for cooking and serving them. Unless you are experienced as a camper, you will find you are guilty of curious omissions.

Last, but not least—plan the work. Divide the jobs evenly and let each one "stand watch." They may mutually agree upon duties or draw lots, but insist on fair play and no shirking; half the fun of outdoor life is earning your right to freedom by well-performed tasks.

Boy Scouts and Camp Fire girls are everywhere learning some of the inexpressible joys of outdoor life, and we, who have lived in the open before they were born, bid them "welcome" to the great fraternity. There is no happier or jollier vacation in the world than when the family goes camping.

Big Opportunities in Development of Nova Scotia Gypsum Industry.

That big opportunities for the development of the gypsum industry are being overlooked in Nova Scotia, is proven by the fact that 400,000 tons of crude gypsum is exported yearly from Nova Scotia and New Brunswick for the New York markets, while the entire gypsum manufactured in 1912 in the Dominion was only 76,000 tons. Gypsum products during the same year imported from the United States amounted in value close to $1,000,000, despite the duty of $2.50 per ton against its importation into Canada. Though the industry is over one hundred years old in Nova Scotia, its natives take but little interest in the development of the industry, and look upon it as of small value and more or less of a nuisance. With the increasing demand for gypsum and with the largest known accessible deposits in the Province of Nova Scotia, the future of the industry is an assured fact under capable management, which would introduce the latest and most approved methods of mining and manufacturing. Gypsum properties that are being operated in Nova Scotia to-day are mainly controlled by American capital, and with few exceptions the quarries are owned and operated by American mill owners, who ship the crude gypsum to their American mills, converting this crude material into its finished products.

A Pertinent Question.

Have you ordered your supplies of hay fever remedies? If you are in the "vasomotor rhinitis" zone you will soon have calls for these products—some of them or all of them: Mixed Infection Phylacogen; Adrenalin Chloride Solution; Adrenalin Inhalant; Anesthone Inhalant; Anesthone Cream. All of these preparations are efficacious in the treatment of hay fever—it is a stubborn case that will not yield to some one of them. They are Parke, Davis & Co. products. This means that they will be liberally advertised and retailed to the medical profession. Pharmacists who have not already done so are advised to order a reasonable supply of each of these preparations, as every one of them is certain to be in demand.

What is Tonice?

Tonice is an instantaneous cure for toothache. How much would you give for an instantaneous cure when you are suffering with a violent tooth ache? This is the most marvelous remedy ever put on the market. Every druggist should get this. It is a good seller, and now is the time to put a stock in before the winter comes on.

Tonice is made by Henry W. Bush & Co., Ltd., Commercial St., London, England.

"Vaporole" Nuclein 0.03 gm. (gr. ½)

A Hypodermic Product, presenting, in sterile solution, Nuclein 0.03 gm. (gr. ½), a preparation of yeast, is issued under the "Vaporole" brand by Burroughs, Wellcome & Co. The hermetically sealed glass container has been specially designed for convenience in hypodermic medication. The use of this Nuclein product is intended to increase the bodily resistance of bacterial invasion. Hypodermic injections of Nuclein are stated to stimulate leucocyte formation and to raise the opsonic index. Nuclein has been employed in tuberculosis, diphtheria, cancer, endocarditis and in bacterial affections generally. Reports indicate that the "Vaporole" product has been used with considerable advantage in alimentary toxaemia and in severe nervous prostration with malnutrition and anaemia.

"Vaporole" Nuclein is supplied in boxes containing ten products.

Drug Prices Advance.

According to a recent report received here, American wholesale houses expect to make increases in certain drugs, and have already intimated this to the Canadian trade. The declaration of war by Japan, immediately brought up the price of camphor to $1 per pound. Cod Liver Oil has advanced from $17 to $31 a barrel. Cream of Tartar and tartaric acid are soaring to unheard of prices, says the report.

Opium and dye stuffs are scarce. The former has gone up $2 per lb.

Shoemakers' wax will probably command fifty cents per pound in the next few days, and many other articles will follow in the same fashion.

Kent-McClain Again.

In the Prince George Hotel Drug Store, Toronto, Mr. E. J. Rutherford has a very attractive place of business. The outfit, which was supplied by Kent-McClain, Limited, (Toronto Show Case Co.) of Toronto, is in oak with "Minton" show cases.

The Canadian Druggist

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Figuring the Selling Price.

An Interesting Article by A. G. Houston, of the Burroughs Adding Machine Company.

There are three elements that enter into determining the selling price of any article, namely, the cost of the article, percentage of operating expense, and percentage of profit desired.

The cost of the goods is a known element in the selling price. The other two elements, percentage of operating expense and profit, must be figured out.

This is the rock on which so many retailers are wrecked, due to the fact that they use cost as a basis for figuring instead of selling price.

Taking a certain percentage of the cost price produces an entirely different result when applied against the selling price.

A merchant who finds at the end of the year that his returns are not satisfactory, sometimes assumes that the trouble is in one place, when as a matter of fact, it is in another; sometimes he takes it for granted that the trouble is in his expense account and immediately adopts a rigid reduction, to the detriment of his service and sales, when his trouble was not there, but in fact that his average gross profits were not sufficient to cover the cost of doing business, no matter how careful he might be.

A COMMON ERROR.

Many merchants make the mistake of adding to the cost of the goods a certain percentage, to cover operating expense and profit, and using the result as a selling price. Yet, in figuring their profits for a given period, they expect to realize the same percentage of profit on the sales that they added to the cost. Is it any wonder that they are surprised at the results which show that they are making less than they think they are?

To illustrate this point, let us take a business, for example, in which the operating expense is 22 per cent. and the profit desired 10 per cent. Take an article that cost $1.00, add 22 per cent., or 22 cents, as a cost of doing business, and then 10 cents profit, making the selling price $1.32. In arriving at the percentage of operating expense, the sales are used as a basis of calculation; therefore, the cost of doing business, 22 per cent., is figured on the selling price.

In this case 22 per cent. of the selling price, $1.32, is 29 cents. The cost of the article is $1 and adding to this 29 cents for operating expense, gives a total of $1.29, which, subtracted from the selling price, $1.32, leaves just 3 cents profit. Therefore, instead of realizing 10 per cent. profit, as anticipated, the actual profit is only 2¼ per cent.

Table for Finding Selling Price

Net % Profit	15%	16%	17%	18%	19%	20%	21%	22%	23%	24%	25%
1	1.19	1.21	1.22	1.24	1.25	1.27	1.28	1.30	1.32	1.33	1.35
2	1.21	1.22	1.24	1.25	1.27	1.28	1.30	1.32	1.33	1.35	1.37
3	1.22	1.24	1.25	1.27	1.28	1.30	1.32	1.33	1.35	1.37	1.39
4	1.24	1.25	1.27	1.28	1.30	1.32	1.33	1.35	1.37	1.39	1.41
5	1.25	1.27	1.28	1.30	1.32	1.33	1.35	1.37	1.39	1.41	1.43
6	1.27	1.28	1.30	1.32	1.33	1.35	1.37	1.39	1.41	1.43	1.45
7	1.28	1.30	1.32	1.33	1.35	1.37	1.39	1.41	1.43	1.45	1.47
8	1.30	1.32	1.33	1.35	1.37	1.39	1.41	1.43	1.45	1.47	1.49
9	1.32	1.33	1.35	1.37	1.39	1.41	1.43	1.45	1.47	1.49	1.52
10	1.33	1.35	1.37	1.39	1.41	1.43	1.45	1.47	1.49	1.52	1.54
11	1.35	1.37	1.39	1.41	1.43	1.45	1.47	1.49	1.52	1.54	1.56
12	1.37	1.39	1.41	1.43	1.45	1.47	1.49	1.52	1.54	1.56	1.59
13	1.39	1.41	1.43	1.45	1.47	1.49	1.52	1.54	1.56	1.59	1.61
14	1.41	1.43	1.45	1.47	1.49	1.52	1.54	1.56	1.59	1.61	1.61
15	1.43	1.45	1.47	1.49	1.52	1.54	1.56	1.59	1.61	1.64	1.67
20	1 54	1.56	1.59	1.61	1.64	1.67	1.70	1.72	1.75	1.79	1.82
25	1.67	1.70	1.72	1.75	1.79	1.82	1.85	1.89	1.92	1.96	2.00
30	1.82	1.85	1.89	1.92	1.96	2.00	2.04	2.08	2.13	2.17	2.22
35	2.00	2.04	2.08	2.13	2.17	2.22	2.27	2.33	2.38	2.41	2.50
40	2.22	2 27	2.33	2.38	2.41	2.50	2.94	3.03	3.13	3.23	3.33
50	2.86	2.94	3.03	3.13	3 23	3.33	3.45	3.57	3.70	3.85	4 00

THE RIGHT WAY TO FIGURE IT.

The right way to have figured the selling price on this article is as follows:

The selling price is made up of the cost of the article, the cost to do business, and the profit, and represents 100 per cent. The cost to do business is 22 per cent. and the profit is 10 per cent., which, added together, amounts to 32 per cent.

Since the selling price is represented by 100 per cent. and the cost to do business and the profit amount to 32 per cent. the balance of 68 per cent. must represent the cost of the article, or $1. If 68 per cent. of the selling price is $1, then the whole selling price is 100, divided by 68, or $1.47. Therefore, to make 10 per cent. profit on a dollar article it must be sold for $1.47 and not $1.32.

In this illustration we have shown the right way and the wrong way of figuring the selling price, using the example just quoted.

TABLE FOR FINDING SELLING PRICE.

As a means of determining the selling price

Table for Figuring Net Profits

Cost to do Business	Percentage of Increase of Selling Price over cost							
	20	25	33⅓	40	50	60	75	100
10%	6⅔	10	15	18⅛	23⅓	27½	32⅞	40
11%	5⅔	9	14	17⅛	22⅓	26½	31⅝	39
12%	4⅔	8	13	16⅛	21⅓	25½	30⅝	38
13%	3⅔	7	12	15⅛	20⅓	24½	29⅝	37
14%	2⅔	6	11	14⅛	19⅓	23½	28⅝	36
15%	1⅔	5	10	13⅛	18⅓	22½	27⅝	35
16%	⅔	4	9	12⅛	17⅓	21½	26⅝	34
17%	⅓ Loss	3	8	11⅛	16⅓	20½	25⅝	33
18%	1⅓ Loss	2	7	10⅛	15⅓	19½	24⅝	32
19%	2⅓ Loss	1	6	9⅛	14⅓	18½	23⅝	31
20%	3⅓ Loss	0	5	8⅛	13⅓	17½	22⅝	30
21%	4⅓ Loss	1 Loss	4	7⅛	12⅓	16½	21⅝	29
22%	5⅓ Loss	2 Loss	3	6⅛	11⅓	15½	20⅝	28
23%	6⅓ Loss	3 Loss	2	5⅛	10⅓	14½	19⅝	27
24%	7⅓ Loss	4 Loss	1	4⅛	9⅓	13½	18⅝	26
25%	8⅓ Loss	5 Loss	0	3⅛	8⅓	12½	17⅝	25

when the percentage of operating expense and profit desired is known, the table illustrated herewith can be used to good advantage. The percentage of operating expense is shown across the top of the page and the percentage of net profit shown down the left hand side.

In finding the selling price of the above article, first locate the 22 per cent. at the top of the page, and then read down this column until opposite the ten per cent. at the side; the selling price for an article that costs $1.00 is then shown in the table. In this case it is $1.47. If the article costs $3.50, multiply $1.47 by $3.50 and arrive at a selling price of $5.15.

TABLE FOR FIGURING NET PROFITS.

The other table shows what your net profit really is when you increase the cost price by a certain percentage.

For example, if you increase your cost price 2 per cent and your cost of doing business is 15 per cent. in the column headed "25" opposite the 15 per cent. at the left hand side of table appears the figure 5. This shows that by increasing the cost price 25 per cent and with an operating expense of 15 per cent., a net profit of 5 per cent. can be realized.

Qualities of a Good Advertisement.

To speak to possible customers you get up a little form, worded as you think to the best advantage, and this, says W.S. Arkins, in the National Druggist, is your advertisement. There are certain things that an advertisement should be. Above all, it should be truthful; it should not attempt to mislead or deceive. It should be clear; you are speaking to the lowest intelligence, as well as to the highest. This is not platform oratory, its only object being to get business, and any honest man's money is acceptable to you. An advertisement should be forceful, that is, earnest. In combining these three points, we think you get the basis of a successful advertisement. It should be truthful, clear and earnest, just exactly the points upon which you would found an argument in talking to a friend.

There are other things that an advertisement may be, in addition to what it should be. It may be humorous, if you wish, and if you are able to tell what humor really is. Smartness is not humor, by a long shot, although people addicted to it evidently think it is. Flippancy is not humor. Humor is a kindly something which enables a man to present an argument in a genial way. The American people are great lovers of humor and things appeal to them which would not appeal to the peoples of other lands. A really humorous advertisement carries weight of its own, and is therefore valuable. A great many advertising experts decry the use of humor, but the writer believes it has its uses and is valuable in its own place.

Humor is an edged tool, however, and must be carefully handled. What you want to be is genial, not humorous at the expense of somebody else. A rough joke nearly always means anything but a joke to its victim. What makes others laugh, makes him squirm. Therefore, do not aim your wit at the religion or the politics or the infirmities of others. These are three great points to be avoided, as you have learned in your daily intercourse with others, and here again we see that talking in an advertisement is much like having a personal conversation with a friend.

Secret Remedies in Great Britain

Report of the Parliamentary Committee.

Written Specially for The Canadian Druggist.

The report of the Select Committee on proprietary medicines which has just been issued, constitutes a complete and systematic exposure of the abuses of that form of quackery which is manifested in the form of secret remedies. The Committee was appointed more than two years ago by the House of Commons, "to consider and inquire into the question of the sale of patent and proprietary medicines and medical preparations and appliances and advertisements relating thereto, and to report with amendments, if any, in the law are necessary or desirable," and its work has been accomplished in a thorough manner. The examination of representatives of Government Departments and various legal authorities revealed the fact that existing abuses are due to a state of lawlessness, since "For all practical purposes. British law is powerless to prevent any person from procuring any drug, or making any mixture, whether potent or without any therapeutical activity whatever (so long as it does not contain a scheduled poison) advertising it in any decent terms as a cure for any disease or ailment, recommending it by bogus testimonials and the invented opinions of facsimile signatures of fictitious physicians, and selling it under any name he chooses, on the payment of a small stamp duty, for any price he can persuade a credulous public to pay." Under these circumstances it is not surprising that something like three million pounds sterling is spent each year in Great Britain on secret medicines, or that individual firms engaged in a traffic practically uncontrolled by law have accumulated enormous fortunes. It has never been urged by any responsible body that all proprietary remedies are objectionable, and the statement in the report that these medicines differ widely in character from the "valuable scientific preparations" to the "mere vulgar swindle" can be corroborated by all who have studied the matter. At one end of the scale is the large group of genuine drugs, originally produced synthetically, or extracted from crude compounds by skilled chemists and tested by therapeutists and manufactured in pharmacological laboratories, and at the other end are remedies for which grossly exaggerated or fraudulent claims are made. The Committee find little to criticise in the sale of simple household remedies, except that their retail price is "out of all proportion to their cost," and that "often the advertisements of them recommend their use for cases they cannot benefit, thus causing the purchaser to run the risk of serious injury by delay in securing proper medical treatment; but with regard to the non-secret preparations which owe their value to skilful combination, the Committee finds, very

During Alterations to Europe

Let Business be as Usual

MAKE MONEY BY SELLING OUR

Real Photo Patriotic Post Cards, $3.00 per 100, $25.00 per 1000. Over 100 designs, including pictures of British Generals, Admirals, War and Naval Scenes, etc., etc.

Photogravure Post Cards of British Generals, Admirals, etc., $15.00 per 1000.

British Color Print Flag and Patriotic Designs, Diamond Series, $15.00 per 1,000.

Patriotic Xmas booklets, 90c, $1.20, $1.80, $2.40 dozen.

Patriotic Calendars, $1.25, $2.50, $3.60, $4.80 dozen.

Patriotic Buttons, $2.00 per 100. Stick Pin Flags, $2.50 per 100.

Assortment orders of $10.00 or more sent on approbation.

MENZIES & COMPANY, LTD.

439 King Street West, Toronto

Publishers of Xmas Cards **Mfgs. Agents** **Stationery Lines**

ALWAYS USE

TUCK'S

They are the MOST WELCOME, ARTISTIC and UP-TO-DATE

USED BY ROYALTY.

XMAS CARDS
CALENDARS
POST CARDS
BIRTHDAY CARDS
VALENTINE CARDS
EASTER CARDS
TOY BOOKS
ART NOVELTIES
&c

Every "TUCK" Card and other publication bears the name of the firm and our *Easel & Palette* Trade Mark. DO NOT BE MISLED. NONE GENUINE WITHOUT.

RAPHAEL TUCK & SONS CO. LIMITED
9 ST ANTOINE STREET
MONTREAL

properly, that there is nothing in connection with these products calling for interference. As to medicated wines the committee find that there can be no doubt that many persons acquire the "drink-habit" by taking them, and that grave injury is caused to the public by the existing large sale. In its commendation of the class of secret remedies "making grossly exaggerated claims of efficacy; causing injury by leading sick persons to delay in securing medical treatment; containing in disguise large proportions of alcohol; sold for improper purposes; professing to cure diseases incurable by medication; or essentially and deliberately fraudulent" the report is unsparing.

The chief recommendations are: That the administration of the law governing the advertisement and sale of patent, secret, and proprietary medicines and appliances be co-ordinated and combined under the authority of one Department of State; that this administration be part of the functions of the Ministry of Public Health when such a Department is created, and that in the meanwhile it be undertaken by the Local Government Board; that there be established at the Department concerned a register of manufacturers, proprietors and importers of patent, secret and proprietary remedies, and that every such person be required to apply for a certificate of registration; that an exact and complete statement of the ingredients and the proportion of the same of every patent, secret, and proprietary remedy; of the contents other than wine, and the alcoholic strength of every medicated wine, and a full statement of the therapeutical claims made or to be made; and a specimen of every appliance for the cure of ailments other than recognized surgical appliances be furnished to this Department, such information not to be disclosed except as hereinafter recommended, the Department to control such statement, at their discretion, by analysis made confidentially by the Government chemist; that a special Court or Commission be constituted with power to permit or to prohibit in the public interest, or on the ground of non compliance with the law, the sale and advertisement of any patent, secret or proprietary remedy or appliance, and that the Commission appointed for the purpose be a judicial authority such as a Metropolitan Police Magistrate sitting with two assessors, one appointed by the Department and the other by some such body as the London Chamber of Commerce; that the President of the Local Government Board (or Minister of Health) have power to institute the necessary proceedings to enforce compliance with the law, the sale, advertisement of any patent, secret or proprietary remedy or appliance, that a registration number be assigned to every remedy permitted to be sold, and that every bottle or package of it be required to bear the imprint "R. N." (with the number), and that no other words referring to the registration be permitted. That the advertisement and sale (except the sale by doctor's order) of medicines purporting to cure the following diseases be prohibited:— Cancer, Consumption, Lupus, Deafness, Diabetes, Paralysis, Fits, Epilepsy, Locomotor Ataxy, Bright's Disease, Rupture (without operation or appliance). That all advertisements of remedies for diseases arising from sexual intercourse or referring to sexual weakness be prohibited. That all advertisements likely to suggest that a medicine is an abortifacient be prohibited. That it be a breach of the law to change the composition of a remedy without informing the Department of the proposed change.

In due course these recommendations will be embodied in a parliamentary bill, but it is improbable that Parliament will be able to find time to deal with the question in the immediate future.

Get the Genuine

Be Sure It's Wrigley's

The Supreme Court of Ontario has issued an injunction against the manufacture and sale of an imitation Wrigley's Spearmint.

We want to protect dealers from the mushy, granulating gum that kills sales. Poor, cheap imitations harm you and harm the public, as well as us. The genuine Wrigley's brings added sales——added profits. Get **Your** Share of the Benefit of **Our** Advertising!

Only Wrigley's has the Spear

Wm. Wrigley Jr. Co., Ltd., 7 Scott Street, Toronto

Kent-McClain Again.

Mr. G. L. Brown, late of Castor, and now of Empress, Alta., has made extensive improvements of note. Among other things he has installed a line of Imperial show cases in quarter oak as built by Kent McClain, Limited, (Toronto Show Case Co.)

EVERY DRUGGIST NEEDS A McCOURT LABEL CABINET

Every label ready for use in a second's time, if it's a McCourt Cabinet.

See how easily it's done. Quick as thought

All the disadvantages of the old style flat gummed labels, such as curling, becoming brittle, sticking together or **getting into the wrong compartment of your label drawer**, are done away with when you install a McCourt Label Cabinet, for the labels come in rolls.

The labels are engraved in rolls of 500. Each roll has an indexed compartment of its own. **It can't get out.** When you want a shop, stock, strip, poison or prescription label you **reach for it.** "Quick as thought" you have it. A twist of the wrist and the little knife has cut it clean and true. **That's the system.**

There is a McCourt Cabinet just the right size for **your store,** no matter how large or small it may be. The Cabinet will contain **just** the labels you **need,** no more. Others may be added from time to time if you wish.

OUR 1914 CATALOGUE

Write for our catalogue and descriptive literature to-day. A postal will do.

We want to show you samples of our labels. We want to tell you the price. You'll be surprised.

The booklet tells an interesting story of why over 10,000 keen men in the drug business are using the McCourt Roll Label System, and how they are saving half their label money. Send the postal now.

McCOURT LABEL CABINET CO., 51 BENNETT ST. BRADFORD, PA.

The way to buy your labels. Fine quality, cheap. Always there when you want one.

SANOL BLOOD SALT

No indigestion can exist if this remedy is taken according to instructions--and there is no known remedy to take its place

This blood salt is a mixture compounded so as to resemble in essence and effect the salty parts of the human blood. It is well known that our vitality is normally kept up by means of the natural blood salts.

Hence a lack of the latter will always superinduce a loss of the former. It is also a fact that with each quart of urine we lose about 18 grams of blood salts. Accordingly we must gradually become weak and sick, unless we provide a substitute for these salts in the blood.

This salt is an excellent and absolutely harmless remedy for any disturbances of digestion such as **Dyspepsia Gastric Catarrh, Sour Stomach, Heart Burn, Loss of Appetite, Constipation, etc.,** and as an aid to digestion in wasting and nervous diseases.

Follow Directions Closely

FOR SALE BY ALL DRUGGISTS—PRICE 50c PER BOTTLE

The SANOL MFG. CO. of Canada, Ltd.

Winnipeg, Canada

THE GUARANTY

of complete satisfaction or money refunded goes with every package of

PINEX

Behind you, when you make this guaranty to your customer, stands our **Old, Strong, Company.**

There is no quibbling nor side-stepping when a customer is to be satisfied. We refund the full retail price. No lost profits.

The Pinex Company

Toronto, - - - - Ontario.

PHARMACY IN GREAT BRITAIN

Pharmacists and the War Preventing the Cornering of Drugs Advances in Prices Manufacture of Synthetic Drugs Insurance, Dispensing and the War

In the brief space of time that has elapsed since I last wrote to you tremendous events have taken place and unspeakably horrible things have happened. Probably before this letter reaches you even these will have been eclipsed by still greater happenings—who knows? But notwithstanding the awful upheaval, British Pharmacy is going on much as usual, and it is sometimes difficult to realize that only a few hours' journey distant our fellow countrymen are in the midst of the terrible slaughter. One reason why pharmacists, and, in fact, the British public generally, maintain their calm demeanor is that they are confident that right will prevail in the end. Among the 300,000 recruits who have joined the army since the war began, there is a fair number of pharmacists and others connected with the drug trade in one capacity or another, and some pharmacists have joined the Royal Army Medical Corps as compounders, or have identified themselves with the Red Cross Society. But as business is naturally quieter than is usual, even at this season of the year, no considerable inconvenience has been caused by the departure of the young men who have responded to the call to arms. The part of the pharmacists business that is suffering most is what may be termed the fancy goods side, the reason being that people are spending less money on luxuries; but there is also less dispensing, although in this department the falling off is not so noticeable.

* * * * *

Immediately after the outbreak of hostilities there was naturally some anxiety concerning stocks of drugs, and wholesale houses received large orders which they could not always accept, and prices advanced. There was also evidence that speculative purchases were taking place of certain drugs, the supply of which was limited. The Government became aware of this, and decided to extend to drugs the Act which enabled the Board of Trade during the war to take possession of food stuffs in the public interest. Accordingly a measure was passed empowering the Board to require any person who is ordered so to do to give particulars of any article of commerce of which he is the owner. The Board is also empowered to enter premises for the purpose of testing the accuracy of the information supplied by the holder, and to take possession of any supplies that are being unreasonably withheld from the market, paying the owners such price as may be decided to be reasonable. A committee consisting of five persons permanently connected with the drug trade was formed to assist the Government in this matter, and steps have been taken to put the Act into effect.

* * * * *

The advances in the prices of drugs have, of course, been most pronounced in the case of those products which have hitherto been obtained from Germany, and of those in the manufacture of which raw material of German origin is used. Many of the synthetic drugs are more than double the usual price, and acetyl-salicylic acid is five times the value at which it stood before the war. But it is hardly necessary to specify the drugs affected. At least a hundred have been seriously advanced, while nearly all drugs are more or less dearer. As far as practicable dealers are requesting ready money from purchasers, and this naturally has a strong tendency to restrict purchases to immediate requirements.

* * * * *

The question of manufacturing some of the drugs which have hitherto been obtainable solely from Germany is also being seriously considered by British manufacturers, and although there are technical difficulties in the way, there is evidence that these are being overcome, in some cases at least. The desire to extend our industry in synthetic drugs and fine chemicals is being encouraged by the Government, one of the measures taken in this direction being the enactment of new patent legislation, which empowers the Patent Office to grant licenses to British subjects to use patents of which the licensees are Germans or Austrians. A strong committee has also been appointed by the Board of Trade to consider other means of helping this industry.

* * * * *

Panel chemists, who are under contract to supply to insurance committees drugs at prices fixed at the beginning of the year, would stand to lose considerably if they were bound to continue supplying at these rates. The Government, however, has come to their aid, and has drawn up a list of drugs affected by the war, for which special prices are to be allowed. This list will be added to from time to time if necessary.

Every Man Who Enters YOUR Store

20 IN A PACKAGE

is a possible customer
for these delightful

FATIMA

TURKISH BLEND CIGARETTES

Their distinctive blend—their distinctive flavor—their distinctive package—have made FATIMAS the choice of the men of nice discriminations.

Handled by the Wholesale Trade.

Y & S STICK LICORICE

NOW PACKED
IN
INDIVIDUAL
5 cent BOXES

WE MAKE
EVERYTHING
IN
LICORICE

Lozenges, Pellets
Wafers,
Mass Licorice,
Powdered Extract
Etc., Etc.,
FOR THE DRUG TRADE

Made Solely by

NATIONAL LICORICE COMPANY

MONTREAL

Formulary

Seasonable Formulas Gathered from Various Sources.

SYRUPUS COLA COMPOSITUS.

Sugar	110
Distilled water, a sufficient quantity.	
Solution of sodium glycerophosphate 50 per cent.	10
Liquid extract of kola	10
Quinine hydrochloride	0.2
Strychnine nitrate	0.010
Citric Acid	1
Saccharated iron	15
Oil of bitter orange peel	4m

Add the sugar to a sufficient quantity of boiling distilled water. Heat until dissolved; make up the weight to 195 grams. Then add the solution of sodium glycerophosphate, the liquid extract of cola, and the quinine hydrochloride, the strychnine nitrate and the citric acid, dissolved in a sufficient quantity of distilled water to make this solution weigh 10 grams. Mix the resulting syrup with the saccharated iron and the orange oil. Set aside for twenty-four hours and filter if necessary. —(Dutch Pharmacopoeia.)

EFFERVESCENT RHEUMATIC AND NEURALGIA SALT.

Sodium salicylate	½ ounce
Antipyrine	½ ounce
Soda bicarbonate	3½ ounces
Tartaric acid	3½ ounces
Powdered sugar	3 ounces
Oil lemon	15 drops

Mix thoroughly, make into a soft paste with alcohol, rub through a coarse porcelain colander, and dry the product.

EFFERVESCENT NERVE SEDATIVE.

Caffein	3 grains
Potassium brom. gran.	2 ounces
Sodium bicarbonate	6 ounces
Acid tartaric	5 ounces
Sugar, powdered	5 ounces

Mix. Make fine powder. Moisten with alcohol, make soft paste, pass through suitable colander and dry with gentle heat.

EFFERVESCENT CELERY SALT.

Caffein	3 grams
Sodium bromide	3 drams
Celery seed, very fine powder	3 drams
Sodium bicarbonate	2 ounces
Tartaric acid	2 ounces
Powdered sugar	1½ ounces

Mix and follow same process as in above formula.

SYRUP OF PEPPERMINT.

Peppermint herb, cut	1½ av. ounces
Alcohol	7 fl. drachms
Water	8 fl. ounces
Sugar	13 av. ounces

Moisten the drug with the alcohol, add the water, let macerate for twenty-four hours at a temperature of 60 to 70 degrees F., strain and in 7 av. ounces of the colature dissolve the sugar by agitation.—German Pharm.

A SOLID SUBSTITUTE FOR TINCTURE OF IODINE.

The Apotheker Zeitung states that a preparation for the extemporaneous manufacture of a solution of iodine has recently appeared on the market. It is in the form of tablets of two kinds, one containing sodium iodide, with a small quantity of sodium nitrite, the other tartaric acid. When an iodide tablet and an acid tablet are dissolved together in ten cubic centimeters of water a solution is obtained containing 50 milligrams of free iodine.

WITCH-HAZEL JELLY.

Oil of sweet almonds	256 parts
Extract of witch-hazel fluid	10 parts
Glycerin	32 parts
Soft soap	20 parts
Tincture of musk, q.s. to perfume.	

Mix in a large mortar the glycerin and soft soap, and stir until incorporated. Add and rub in the witch-hazel, and then add the oil, slowly, letting it fall in a very thin, small stream, under constant agitation; add the perfume, keeping up the agitation until complete incorporation is attained. Ten drops of musk to a quart of jelly is sufficient. Any other perfume may be used.

CUCUMBER CREAMS.

White wax	3 ounces
Spermaceti	3 ounces
Benzoinated lard	8 ounces
Cucumbers	3 ounces

Melt together the wax, spermaceti and lard, and infuse in the liquid the cucumbers previously grated. Allow to cool, stirring well; let stand a day, remelt, strain and again stir the "cream" until cold.

Benzoinated lard	5 ounces
Suet	3 ounces
Cucumber juice	10 ounces

Proceed as in making cold cream.

DEPILATORY FOR FEMININE USE.

The following depilatory, in the form of a pomade, for removing downy hairs from the upper lips of women, has been discovered by a French Pharmacist. He says he has so adjusted the strength that a gentle action is obtained, and when the hairs fall those which replace them are of much

The Story of the War of the Powers

that tremendous tragedy of nations, which threatens to completely wipe whole countries from the face of the earth, is being graphically told by expert writers and vividly illustrated with pictures of personages, scenes and events of historical importance and world-wide interest

in the Leading Periodicals!

Probably never before in the history of civilization has there been news and pictures of such momentous importance and absorbing interest to the public, all of which makes this the very best time of all for you to

Sell Magazines and Periodicals!

Start your news department now and get the good profit that comes from the sale of MAGAZINES and PERIODICALS, as well as the patronage of their readers in other lines which you handle.

The Reading Public is
the Buying Public!

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Please send me Price List and full Particulars in regard to Distributing a Profit paying News Department
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The Best Defensive is an Ardent Attack

This is true in business, in play or in war; but in none of these is it more true than in caring for your health. Don't wait till a customer asks you for "Opaline Suppositories," "Cerate Ointment" or a good Pile Remedy, and then say you will send for them. Get them right now and push them. This is the best time to get in a good stock of Mrs. Summers' famous Combined Home Treatment. Lay in a good stock—be prepared, not for the enemy—but for your customers.

Opaline Suppositories
Headache Remedy
Bed-wetting Remedy
Antiseptic Powder
Cerate Ointment
Piles Remedy

Vanderhoof & Co. Limited

WINDSOR ONTARIO

Fine Display of Thermos Bottles exhibited at the Canadian National Exhibition, Toronto, 1914.

Canada's Best for Forty Years

1874 ═══ 1914

WATSON'S
MANUFACTURED SINCE 1874
ARE THE BEST IN THE WORLD FOR THE THROAT AND CHEST FOR THE VOICE UNEQUALLED
WATSON'S COUGH DROPS
MANUFACTURED ONLY BY ROBERT WATSON COMPANY TORONTO ONT
INSTANT RELIEF
COUGH DROPS
WATSON'S 5¢ COUGH DROPS

Made in Canada

TO THE TRADE: The above illustrates the new three color art counter show carton in which we are now supplying the well known "R. W." Cough Drop. The same genuine drop in use throughout Canada for the last 40 years.

Each carton contains 36 handy pocket size packages which sell at FIVE CENTS, netting you $1.80 per carton. PRICE PER CARTON... $1.20

These cough drops are of a consistency that prevents softening on the shelves. The handy package will multiply your sales four-fold and reduce the cost of handling.

NOTE:—We still supply the "R.W." Cough Drop in bulk at the following prices:
Five Pound Bottles ..... per pound $ .20
Five Pound Boxes ..... per box $1.00
Five Pound Tins ..... per tin $1.10

Boiled Goods in 5 lb. Bottles

Lemon Fruit Tablets—Lime Fruit Tablets—Strawberry Fruit Tablets—Raspberry Fruit Tablets—Cherry Fruit Tablets—Pineapple Fruit Tablets—Horehound Tablets—Acid Orange Slices—Acid Lemon Slices—Acid Drops—Rose Drops—Pear Drops—Raspberry Drops—Lemon Drops—Horehound Drops—Menthol Cough Drops—Dr. Ballon's Black Cough Drops—Paregoric Drops—Light Cough Drops.
Per Bottle..... 75c Per Doz. Bottles $8.40

Mint Lozenges, Etc.

	5 lb. boxes	Pails
Druggists Mints, per lb	$ .25	
Imperial Mints, per lb	.18	$ .17
Scotch Mints, per lb	.15	.14
D S. Mints, per lb	.13	.12½
After Dinner Mints, per lb	.10	.09½
Rose Lozenges, per lb	.30	.29
Linseed, Licorice and Chloroline, per lb	30	

Bottles and Pails charged extra—Rebate on Returned Empties

ORDER THROUGH YOUR WHOLESALE HOUSE

Robert Watson Company

363 Sorauren Avenue, TORONTO, ONT.

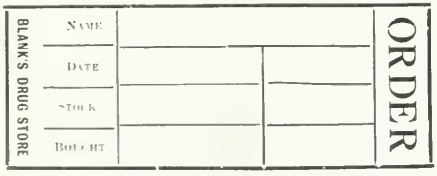
Stock keeping Systematized.

By Frank T Bosworth, in National Druggist.

There is nothing more essential to the success of the retail druggist than careful stock-keeping. He must make his capital go just as far as he can. He must not buy too much of anything, but enough of everything. He can't afford to have his money tied up in slow sellers or dead stock; still less to lose sales on goods he should have on hand. It is a problem worth studying. It, by taking thought, a dealer can make a $1,000 stock take care of as large a business as a $5,000 stock did formerly, he has virtually added $4,000 to his capital. On the other hand, the haphazard buyer is on a sure road to bankruptcy.

In his efforts to solve so important a problem, the dealer has for the most part relied on the want book. Now, I don't want to belittle this time-honored institution. It will have its place in any system. But sole dependence on the want book has its drawbacks. In the first place, it is usually at the opposite side of the room. There is a rush of business and the clerk is too busy to make entries, and if the last bottle of an article is sold the shortage is not noticed until a sale is lost. Then again, the want book tells nothing, except what articles are needed—that is, some of them. It does not tell you how much time has elapsed since the last purchase, nor the amount sold in that time. It fails to tell you, in short, how much you ought to buy.

Some system, therefore, must be devised that will meet the requirements, and at the same time be simple in operation. I would go at it in this way: Have printed, in red ink preferably, a quantity of paper slips about one by two and a half inches, like the accompanying diagram.



Note the perforations not far from one end, forming a narrow stub which is to be gummed, but the remainder of the slip is to be left ungummed. The conspicuous feature of the main part of the slip is the word "order" in large type. There is also space for recording such facts as are valuable in re-ordering.

Now you receive in a shipment a half-dozen bottles of Blank's Sarsaparilla, say. On one of the slips you write "Blank's Spla.," and in the first column jot down date. You find there are two bottles left of old stock, so on the "stock" line you enter "1 6." Opposite "bought" you enter "½," being the amount received that date. The second column is for the same information, when it is time to order again. This particular item you intend to reorder when the stock is reduced to two bottles, so you attach the slip to the third from the hindmost bottle, so that when in due course that is sold, the clerk is instantly reminded to tear off the slip, making a note of amount in stock, and drops the slip into a box or drawer for the purpose. You will note that it is only one bottle or package of an article that is to be treated in the above manner, which is to be so placed as to act as an automatic danger signal, so to speak. The stub, of course, will remain on the package, but no matter, as your firm name is printed thereon.

The advantages of this system are many. No hunting for the want book. No forgetting. And you can now see at a glance just the amount sold in a given time, and forecast with reasonable accuracy your wants for a given time to come.

This system you could use with the greater portion of your stock, only in the case of bulk drugs, chemicals, pharmaceuticals, etc., the slips could be attached on the inside of drawers and boxes, or to the backs of bottles, etc. When the stock gets low, simply tear off the slip.

Where articles that come in several sizes, or lines consisting of many items are bought direct or in quantity to get discount, list them on regular stock cards—your jobber can furnish these. These have space for records covering a dozen or so purchases. The items of one manufacturer should be listed together, and at each purchase a complete inventory should be taken so that nothing may be missed. This record you will find a great help in buying quantity lots of items like soda fountain fruits and syrups, as it shows at a glance purchases made during previous season.

You will still have to rely on the want book somewhat, especially for new goods. And it is a good idea to get into the habit of ordering often. Keep goods coming all the time if necessary. Let your jobber take care of your reserve stock; all you have to do is to keep it coming in just the right amounts. To be sure there are some things you must buy in quantities, and you now ought to know just what those things are.

This subject is certainly worth your careful attention. Get your clerks interested, too, for no system, however good, can be a success without constant and diligent effort on the part of all concerned.

Don't get your headlight behind; reminiscence means stagnation.

Many a fool is vain and self deceptive, many a man of great power is modest to the last degree.

THE DRUGGISTS

OF THE DOMINION OF CANADA

know who their FRIENDS are.

They remember that

Dr. Pierce

was the first to inaugurate the

SERIAL NUMBER-DIRECT-CONTRACT PLAN IN CANADA.

In consequence,
the druggist reaps a good profit on all
Dr. Pierce's Family Medicines.

It doesn't pay to give the customer any thing but Dr. Pierce's medicines when called for.
Remember you always get

Full Profits

on Dr. Pierce's goods.

Suggestions for Shoe Polishes, Harness Dressing, etc.

SHOE POLISH.

Yellow wax	1 ounce
Carnauba wax	2 ounces
Turpentine	10 ounces

Melt the wax at a low temperature and add the turpentine, making a solution, and let set by cooling. Any desired color can be added to this mixture by using fat soluble aniline dyes.

A liquid preparation used in one of the largest shoe factories in the eastern states for giving a high finish to soles and heels of shoes is the following, the desired coloring, such as black, tan, yellow, etc., being given by dissolving aniline dyes in the alcohol before adding the solid ingredients:

LIQUID LEATHER POLISH.

Stick lac	25 parts
Shellac	20 parts
Gum benzion	4 parts
Oil of rosemary	1 part
Alcohol (95 per cent.)	100 parts

Dissolve the oils and gum in the alcohol, add the desired dye color in fine powder and let the mixture stand for several days, then strain or filter. This preparation is sometimes used to give a high glossy finish to leather in imitation of the so-called patent leather, but when used for this purpose several coats must be applied, allowing each coat to dry before applying the next.

SHOE POLISH PASTE.

The successful manufacturers of shoe dressings have gained their positions by practical experience and are possessed of information which they have accumulated by spending much time, money and brain work. You might make some experiments of your own, starting with the following formulas as a basis for careful development:

1. Bone black 8 ounces
   Molasses 6 ounces
   Lard oil 1 ounce
   Vinegar, enough to make a paste.
2. Yellow wax 9 parts
   Oil turpentine 20 parts
   Soap 1 part
   Boiling water 20 parts
   Ground lamp black 3 parts

Dissolve the wax in the turpentine on a water bath and the soap in the water, adding the lamp black, and stir the two liquids together until the mixture becomes sufficiently cold to remain homogeneous.

3. Tragacanth 1 ounce
   Neatsfoot oil 2 ounces
   Bone black 4 ounces
   Prussian blue 1 ounce
   Sugar 1 ounces
   Water 1 ounces

Allow the tragacanth to soften in the water and add the other ingredients.

4. Soap 1 drs.
   Potassium carbonate 2 drs.
   Beeswax 2½ ounces
   Water 10 ounces
   Bone black 5 ounces
   Sugar 4½ drs.
   Acacia 2 drs.

Make a smooth paste of the first four ingredients by boiling. Mix the other three ingredients in fine powder, with the hot paste, and pour the mixture into boxes.—M. Billere.

INDIA RUBBER VARNISH FOR BOOTS.

Caoutchouc	½ ounce
Mineral naphtha	2 ounces
Dissolve.	
Asphaltine	½ ounce
Turpentine	1 ounce
Dissolve.	
Mix the solutions.	

OLD-FASHIONED SHOE BLACKING.

Boneblack	1 pound
Lampblack	¼ pound
Treacle	¾ pound
Sperm oil	2½ fl. oz.
Sulphuric acid	1¼ fl. oz.
Vinegar	5½ fl. oz.

This forms a paste. Mix in the order named.

HARNESS DRESSING.

HARNESS OIL.

Oil of turpentine	8 ounces
Beeswax	6 ounces
Candied sugar	6 ounces
Beeswax	2 ounces
Prussian blue	½ ounce
Lampblack	¼ ounce

Melt the wax in an iron ladle, add the turpentine, and then the finely powdered Prussian blue and lampblack, and thin with neatsfoot oil.

HARNESS BLACKING.

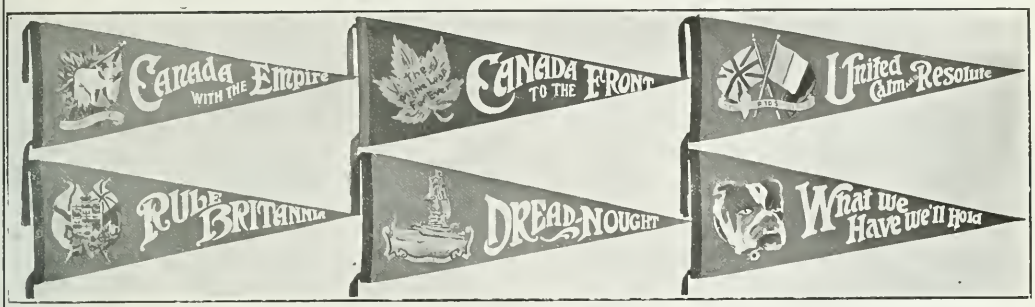
Soft soap	3 ounces
Isinglass	½ ounce
Prussian blue	¼ ounce
Transparent blue	2 ounces
Logwood	2 ounces
Lampblack, a sufficient quantity.	
Vinegar	24 ounces

Simmer the ingredients together over a slow fire and strain.

Credit builds up business; truth builds up credit.

The Time for Patriotic Pennants

D B E



A G C

D. Maple Leaves in natural tints, with Union Jack, 2 Bull Dogs representing Great Britain and Canada. A splendid patriotic design.

A. Dominion Crest with Maple Leaves on background of Union Jack and Canadian design.
B. Maple Leaf in natural tints.

G. A splendid reproduction of "H. M.S." The Iron Duke.
E. British Union Jack and Tricolor
C. A real British Bull Dog.

F I H

F. Union Jack and Frence Tricolor, wording in French.

Pennant Canes : $1.50 per 100 : $12.50 per 1,000 in 500 Lots.

I. Belgium Pennant, in natural colors, red and gold on black ground. A handsome pennant.
The whole world admires this plucky nation whose heroic fight has done so much for the cause of Great Britain and her Allies.
We anticipate a large sale for this pennant.

H. Canadian Ensign and Union Jack

During this strenuous war time these Patriotic Lines will be large and steady sellers, and when the British and her allies win some great victories, as undoubtedly they will, the demand will be enormous. All the Pennants are in rich colors in our art process work, all are in patriotic colors.

Size 12 x 32.

Price, $15.00 per 100

Terms 5 per cent 10 days, or net 30 days

Can ship orders same day we receive them. Orders for 50 or more can be telegraphed at our expense.

Pugh Specialty Company, Ltd.

38 to 42 Clifford Street
Toronto - Canada

Patriotic Buttons, Celluloid.
S. Has Union Jack, correct colors ; words, "Shoulder to Shoulder."
$2.00 per 100.

The Soda Fountain.

Selected Formulas.

Variety Sundae.—On a rather large, flat sundae dish place a portion of vanilla ice cream, making with the spoon as many depressions in the same as there are crushed fruits to be served with it. In each depression pour a small ladleful of crushed fruit, a different kind in each. Garnish with whole fruit, and be sure to charge enough to pay for the confection and the time consumed in preparing it.

Grape Float.—Put a No. 10 cone of vanilla ice cream into a sundae cup, and pour over it one-half ounce of ice cold grape juice. Then sprinkle with chopped walnuts or other chopped nut meats, and crown with a Maraschino cherry.

Mallo-Creme Sundae.—A portion of ice cream; serve as a "topping" Mallo Creme, plain or with any kind of fountain syrup, fruit or shopped nuts. This also applies to buffaloes, Bostons, etc.

Mallo-Scotch Sundae.—A portion of vanilla ice cream; top with Mallo-Creme and Mallo-Scotch Sundae, prepared as per direction No. 1; sprinkle with nuts, if desired.

Cocoa Malt Syrup.—Malt extract, 8 ounces; vanilla extract, 1 dram; orange syrup, 2 ounces; simple syrup, 18 ounces. Serve still in an 8 ounce, or with foam, in a 12 ounce glass as desired. They may also be served with phosphate if desired.

Ginger Malt Syrup.—Extract of malt, thick, 2 ounces; soluble extract of ginger, 4 drams; lemon syrup made from the fresh fruit, 2 pints. Serve still in an 8 ounce glass with or without phosphate.

Caramel Sundae.—A portion of ice cream; over this a serving of Mallo-Creme, caramel flavor; add chopped nuts or any kind of fruit desired. This may also be served as a Maple Sundae or Maple Walnut Sundae when walnut meat is used.

Roast Almond Special.—Put a No. 10 mound of vanilla ice cream in a sundae cup and pour over it a ladle of fresh crushed strawberries. Sprinkle with crushed roasted almonds, cover with whipped cream and top with a cherry.

Nut Bamboo Sundae.—Put a No. 10 mound of vanilla ice cream in a sundae cup and pour over it a ladle of dressing made by adding shredded cocoanut and chopped nut meats to chocolate syrup. Top with whipped cream and decorate with stuffed dates and a cherry. The stuffed dates are prepared by removing the pits and putting nut meat in the place of them and then rolling in powdered sugar.

Base Ball Special.—Slice half a banana in thin slices into a fruit nappy and pour over it a ladle of fresh crushed strawberries, and put a ladle of whipped cream on top. Take a No. 16 round disher and fill it heaping and rounded full so that when dropped into the whipped cream it will resemble a ball. Serve a clover leaf wafer on the side of the dish.

Red Pine Phosphate.—Draw one ounce of pineapple syrup and one ounce of blood orange syrup into a 10 ounce glass, add a couple of dashes of acid phosphate and fill up with plain soda, mixing with a spoon.

Snowball Sundae.—Put a No. 12 scoop of ice cream rounded full so as to represent a ball into a sundae cup and pour over it a ladle of snowball dressing.

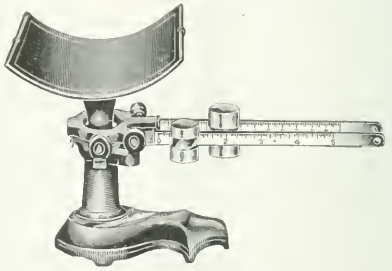
Snowball Dressing.—To one half gallon of regular maple marshmallow cream dressing add one quart of chopped Hawaiian pineapple, one quarter pound flaked cocoanut, one quarter pound chopped walnuts and the same of pecan nut meats and then mix thoroughly.

Betsy Moore Sundae.—Put a No. 10 cone of vanilla ice cream into a sundae cup and pour over it a ladle of coffee marshmallow dressing. Sprinkle with chopped nut meats and top with a cherry.

Mallo Mint Sundae.—A portion of vanilla ice cream; over this a serving of Mallo Creme, flavored with mint, green or red; top with a cherry. (The Mallo-Creme and mint may be put on separately).

Parcel Post Scale.

We illustrate a new scale which is ideal for Parcel Post packages and which can be used for other purposes. It has a double beam with a capacity of 15 lbs., one beam marked from 2 ozs. to



10 lbs., the other marked from ½ oz. to 5 lbs. A card showing the rates of postage on parcels is supplied with every scale. This scale is supplied to the trade by Buntin, Gillies Co., Ltd., Hamilton, Ont.

Kent-McClain Again.

Mr. A. L. Boucher, of Joliette, in fitting out his new store, has favored the "Panama" design show case, as built only by Kent McClain, Limited (Toronto Show Case Co.)

Special Prices when ordered in bulk packages.

The Pure Food Law prohibits the sale of any but strictly pure

EXTRACT VANILLA

WYETH'S

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They stood the test when all others failed. They give real foot comfort. They have no seams to rip. They never become loose and baggy as the shape is knit in, not pressed in. They are GUARANTEED for fineness, for style, for superiority of material and workmanship, absolutely stainless, and to wear six months without holes or replaced by new pairs free.

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Medium	" "	5.70
Large	" "	11.40

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A Neutralizing Digestive

Per dozen small	$ 5.70
Per dozen in 500's	34.00

$20.00 lots less 5 p.c. trade disc't
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To Repair Rubber Goods.

First, clean off all adherent matter and dry thoroughly. Varnish or lacquer, as for instance on rubber shoes, may be removed with sand or emery paper, or even with a file, in the absence of one of these. The surface thus produced is then rubbed with benzine. A solution of para rubber in benzine is then painted over the surface around the break or tear, and a strip of natural rubber fitted over it. Then prepare a vulcanizing solution as follows:

Sulphur chloride	18 parts
Benzine	400 parts
Carbon disulphide	300 parts

This is applied to the edges of the joint by means of a pledget of cotton wrapped on the end of a little stick, and press the jointed parts well together.

One may repair rubber bulbs by the following method:

Put some pure gum in three times its bulk of benzine, and cork tightly. Let stand several days. Get some rubber in sheet form; it will be better if it is backed with cloth. To make a batch, dampen some little distance around the whole to be mended with benzine. After a moment scrape with a knife; repeat the process several times till the site to be patched is perfectly clean. Cut a patch from sheet of rubber a little larger than the hole to be mended and apply to its surface several coats of the benzine solution. Then apply a good coat of the solution to both patch and about the hole, and press the patch firmly in place. Again apply the solution to make coating over the patch, and allow to dry till it will not stick to the finger. Do not use for several days.

Cracked rubber goods may be successfully mended in the following manner: Before patching, the cracked surfaces to unite well, must be dried, entirely freed from all dirt and dust, and greased well, otherwise will not combine. In case of a cover waterproof coat, or rubber boots, etc., take a moderately thick piece of India rubber suited to size of the object, cut off the edges obliquely with a sharp knife moistened in water, coat the defective places as well as the cut pieces of rubber with oil of turpentine, lay the coated parts together and subject them for twenty-four hours to a moderate pressure. The mended portions will be just as waterproof as the whole one. Rubber cushions or articles containing air are repaired in a very simple manner, after being cleaned as aforesaid. Then take colophony, dissolve it in alcohol (90 per cent.) so that a thick paste forms, smear the holes, allow all to harden well and the rubber article, pillow, ball, knee caps, etc., may be used again. — National Druggist.

Canadian-Made Toys for Canadians

Since the War in Europe has stopped shipments of goods from Germany we have increased our facilities to meet the great demand for Canadian-made toys.

The "Dominion" lines are attractively designed and thoroughly made, while the range is exceptionally large. Our prices will not be advanced as long as the present stock lasts, but we cannot guarantee present prices after Oct. 20th.

The "Dominion" Lines include

Unbreakable Character Dolls
Stuffed Toy Animals
Cowboy and Indian Suits

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Dominion Toy Mfg. Co., Limited

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E 498

CANADIAN GLASS MANUFACTURERS IN STRONG POSITION

Able to keep trade well supplied in spite of war conditions.

Although many Canadian Manufacturers dependent more or less upon foreign markets for their supplies are handicapped by present conditions, a notable exception is the Dominion Glass Company, the largest manufacturers of glassware in Canada.

This company, which operates a string of factories, employing thousands of workmen, throughout the country, has large and complete stocks of raw meterials on hand — enough to supply all requirements of the Canadian market in their particulars lines.

An official of the Company stated that their present facilities are more than ample to take care of all Canadian Glass business, and for the past few years they have in addition, been doing a considerable export trade. They manufacture an enormous variety of ware, making all kinds of bottles, jars, table ware and lighting goods; in fact, almost everything in glassware, except Window Glass.

The Company intends to continue operating their plants as fully as possible, and hopes that Canadian consumers will co-operate to this end by giving preference to glassware made in Canada. Consumers will be pleased to learn of this industry's satisfactory position, and that the war does not mean a general increase in prices of these important commodities, nor a shortage in their supply.

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We carry a full line of Maps, Atlases, Motor Guides, etc. Our two specialties, the War Atlas and the Map of Europe, are having a splendid sale. Send at once.

War Atlas containing detailed Maps of the Nations, statistics of the contending powers, analysis of conditions leading up to the present struggle. This Atlas is beautifully printed in colors. They sell at a good profit. Retail price 25c each. Price to trade, per doz. **$1.80**

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WRITE TO-DAY. THIS SEASON'S BOOKING NEARLY COMPLETE.

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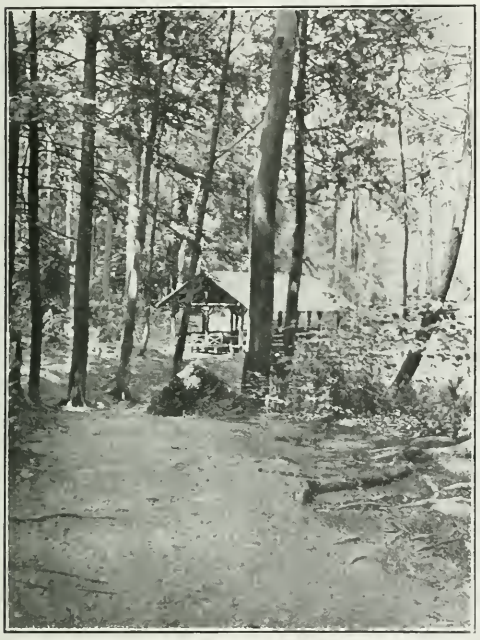
Photography

During the summer months we have received many snapshots from druggists and drug clerks which were taken during vacation time. Quite a number of druggists had planned to attend the convention in Winnipeg, where it was their intention to get some good pictures for the Journal. However, these men and many others from every part of the Dominion were sadly disappointed.



We have reproduced two of the pictures sent in by one of our subscribers. They are views taken close to Toronto, so that it is not always necessary to go far from home to get good pictures. This probably is a mistake made by most amateur photographers. There are plenty of good pictures to be had very close to our own door, and yet people walk for miles looking for something worth taking.

Now that the Autumn is here we can look forward to some real good autumn pictures, and later on some of the good winter scenes which are hard to beat.

I don't know why it is that so many people put their cameras away when the summer is over. It is a great mistake. Apart from the fact that there are beautiful pictures to be had when the snow is on the ground, photography forms one of the most pleasant outdoor pastimes. What could be better than a tramp through the country? A few of the pictures sent in to the Journal last winter were well worth publishing, but unfortunately the subscriber did not give his name and address, and as we have stated in previous issues of the Journal, we do not care to publish anything without such information.

Cleaning Conical Measures.

Doubtless many photographers have experienced the exasperating difficulty of cleaning the bottoms of those glass measures of the conical shape. Dirt settles down at the bottom end, by reason of its being very difficult to reach, is often allowed to collect, and in time this sticks to the glass and becomes very difficult to remove at all. Often nothing short of hydrochloric acid will get rid of it. This trouble may easily be avoided by inserting a pair of glove stretchers over the points of which has been placed a finger stall cut from an old white kid—or, better, chamois leather—glove. If this is done regularly it will prevent all possibility of impure solutions with a minimum of trouble.

Personal.

Julius Forester, who sailed for Europe on July 2nd on Steamship Barbarossa, which was chartered by the German Apothecary Society of New York, has just recently returned to the United States from the war zone.

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Editorial.

Be Cheerful—Be Optimistic.

Be cheerful, be optimistic, be partiotic. These seem to be the slogan adopted by most of the general public during the last few weeks. Let us analize these terms or expressions and I think we will find more logic in them than was first anticipated.

The great ruling force to-day is "public opinion," therefore if public opinion says be "optimistic" or be "patriotic" there is undoubtedly just cause for it.

One is perhaps inclined to ask the question, "Why be optimistic when this great and terrible struggle is in progress?" I think we will find an answer in the following lines which were recently published by the Canadian Press Association:—"The shutting off of imports from continental Europe into Canada, due to the war, gives many home industries an unexampled opportunity for immense and immediate development. Canada and the United States will prosper at the expense of Continental Europe. This is not a time in Canada for reining on the part of the business man. We must be careful, even frugal, but we must also be bold."

There is another reason why we should be cheerful and optimistic, one which we must admit is the most important of all. It is that the day when the Kaiser and his war lords will be a thing of the past, and liberty will replace them.

The War and the Drug Market.

The European war, which is now at its height, has practically demoralized the drug market. The drug and chemical trade has never been confronted with anything approaching the present situation.

It is estimated that between seventy and eighty per cent. of our goods come from countries which are involved in the great war. This proves only too conclusively that Germany and other countries have been wide awake and we in America have not. Is there any reason why our leading manufacturing chemists should not manufacture the greater part of these goods? There are, no doubt, a few things which we must look to other countries for, but there is no reason whatever why the dyes, chemicals and drugs cannot be manufactured in Canada and the United States.

When we come to consider that the total import of drugs, dyes and chemicals into Canada from Germany alone during last year was nearly $800,000, it is high time that the manufacturing chemists go together and seriously considered this great question of duplicating the German made goods.

The war map shown on page 592 gives the names of the places where the various drugs are manufactured. When we realize that so many drugs are imported from the war zone we cannot expect anything but the temporary demoralization of the drug market.

The Fly Poison Peril.

In dealing with the subject of the use of poisonous fly papers, the editor of "Child Betterment," a monthly paper published by the Child Betterment Bureau, Inc., of Chicago, gives some interesting figures showing the accidents and deaths from the poisonous fly papers. He says, in part:—Considering the safe and up-to-date methods of destroying that pest, the domestic fly, it is remarkable that people will persist in using the poison fly papers. The basic toxic principle of all these papers is arsenic, one of the deadliest and most insidious of poisons. The danger to children is great and the danger to adults is by no means inconsiderable. The danger in general is proved by various items in our exchanges. We present herewith a partial list of accidents from poisonous fly papers which speaks for itself. The list covers only the period between July 1, 1914, to August 24, inclusive, and cover 35 cases of poisoning, 5 fatal and 30 non-fatal or uncertain.

	Total	Fatal	Non-fatal or Uncertain.
July	19	5	14
August	16	...	16
	35		

Illinois	4
Indiana	6
Iowa	5
Kentucky	2
Minnesota	4
Nebraska	2
New York	2
North Carolina	2
Ohio	3
Pennsylvania	5
	35

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Pat. May 3, 1910

The "Sweet Babee" Nursing Bottle is easily washed on inside and requires no funnel to fill. The nipple is made in one piece and will not collapse, may be turned inside out and is easily washed.

The "Sweet Babee" is of the right size and will fit all sterilizers Endorsed by doctors and nurses.

Bottles and Nipples	$2.50 per doz.
Extra Ninples only	1.50 per doz.
Extra Bottles only	1.00 per doz.

These prices apply to the Sweet Babee and Noneck Bottles and Nipples.

The "Smico" Bottle Warmer

The "Smico" Bottle Warmer is an especially designed case provided with Aluminum Top, in which any style of Nursing Bottle and Nipple may be placed, for keeping milk warm or cold, as desired. It will keep hot milk hot or cold milk cold for several hours.

"Smico" Case is also a protection when traveling against breaking the nurser.

Price $2.50 per dozen.

The Noneck Nursing Bottle and Nipple

The Noneck Nursing Bottle is filled without a funnel and washed out on inside like a tumbler which make it hygienic in every respect. It is recommended by doctors and nurses. The nipple is reversible and without seams, which makes it easy to clean on the inside, and very hygienic.

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To the Drug Trade of Canada

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ERGOTOLE LAPACTIC PILLS MILK OF MAGNESIA
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PAN PEPTIC ELIXIR PILL PHOSPHORUS AMORPHOUS 1 gr.

These ethical preparations are now being extensively advertised and sampled to the medical profession of Canada.

You will doubtless receive prescriptions for them, and we trust you will be inclined to place at least a small quantity of each item in stock and thus be prepared to fill initial prescriptions or orders promptly.

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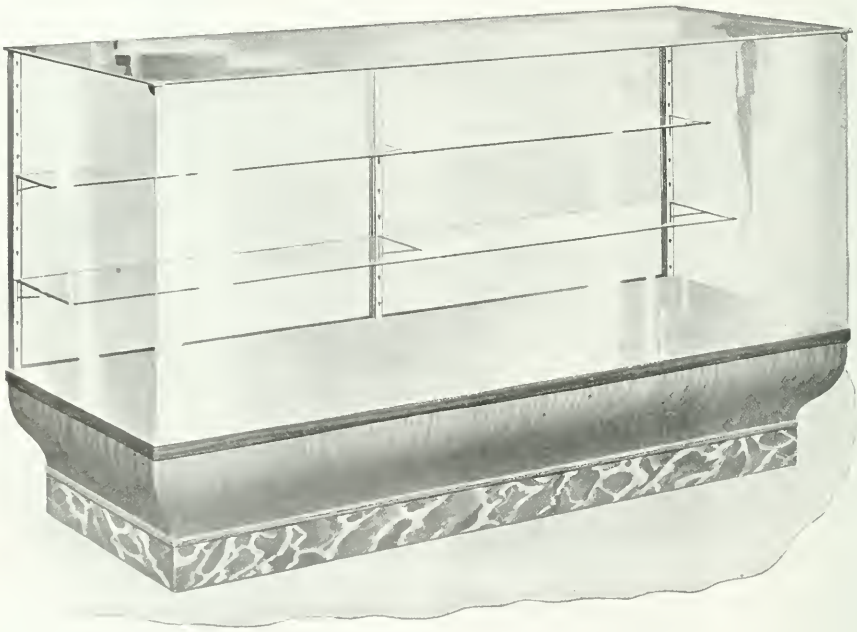

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TORONTO

New and Satisfactory Formulas for Liquor Antisepticus and Liquor Antisepticus Alkalinus

LIQUOR ANTISEPTICUS.

According to Prof. Chas. H. LaWall (Journ. A. Ph. A., 1914, p. 507, 508) the pharmacopoeial formula for Liquor Antisepticus has been frequently criticized, and justly so, for being a harsh and unpleasant preparation. The solutions of this type should be pleasant and fragrant, as they form valuable adjuncts to the toilet. A formula which is the result of numerous experiments made by a generous user of such preparations, and which has been modified from time to time to correct slight deficiencies, is herewith presented as being satisfactory to a larger number of persons than any other similar solution with which the author has had any experience :

Eucalyptol	5.0 Cc.
Methyl Salicylate	1.2 Cc.
Oil Thyme, white	0.3 Cc.
Thymol	1.0 Gm
Menthol	1.0 Gm.
Sodium Salicylate	1.2 Gm.
Sodium Benzoate	6.0 Gm.
Boric Acid	25.0 Gm.
Fluidextract Golden Seal	2.0 Cc.
Alcohol	300.0 Cc.
Water q.s. to make	1000.0 Cc.

Make the solution according to the art of the pharmacist, reserving 60 Cc. of the alcohol to add to the clear filtrate.

Kieselguhr or talc may be used as a filtering medium.

LIQUOR ANTISEPTICUS ALKALINUS.

The National Formulary preparation bearing this title is unnecessarily high in solids and in alkalinity. The following formula is offered as one which has been well tested and meets all the requirements of such a solution :

Sodium Bicarbonate	5.0 Gm.
Sodium Benzoate	10.0 Gm.
Sodium Salicylate	10.0 Gm.
Sodium Borate	30.0 Gm.
Thymol	0.2 Gm.
Menthol	0.2 Gm.
Eucalyptol	0.2 Cc.
Methyl Salicylate	0.2 Cc.
Alcohol	10.0 Cc.
Glycerin	150.0 Cc.
Water q.s. to make	1000.0 Cc.

This solution should be made according to the art of the apothecary, and if it is desired to color the solution red, as is frequently done, cudbear may be used for this purpose ; or if it is desired to employ a more resistant color, one which will not bleach out quickly when the colored solution is dispensed with hydrogen dioxide solution, the color known as vegetable red, used by confectioners and bakers, which is a sulphonated orcin, may be used.

Fine Display of Drugs, Toilet Articles and Perfumes by National Drug and Chemical Co. at the Canadian National Exhibition.

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PATRIOTIC POST CARDS

Patriotic Buttons, Flags, Pennants, Flag Pins and other Patriotic Novelties will stimulate your business and make it "As Usual."

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as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

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Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

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All Jobbers Sell it

Pharmacists Day of Rest in New York.

The status of the pharmacist in connection with [illegible] laws in the State of New York has been defined by a new law, introduced by an assemblyman named Walker, and which specifically declares that pharmacists are not bound by the Levy "day of rest" law. The state pharmacy law is declared to govern the hours of labor in drug stores, not the Labor law of the state. This pharmacy law, as amended by the Walker bill, now reads:

"No apprentice or employee in any pharmacy or drug store shall be required to work more than 70 hours a week. Nothing in this section prohibits working six hours overtime any week for the purpose of making a shorter succeeding week, provided, however, that the aggregate number of hours in any such two weeks shall not exceed 132 hours. The hours shall be so arranged that an employee shall be entitled to and shall receive at least one afternoon and one evening off in each week, and in addition thereto shall receive one full day off in two consecutive weeks. No proprietor of any pharmacy or drug store shall require any clerk to sleep in any room or apartment in or connected with such store that does not comply with the sanitary regulations of the local board of health. The provisions of this section alone regulate working hours and sleeping apartments in pharmacies or drug stores."

The passage of the bill was a happy solution of a promised dispute in the Courts. The Court of Special Sessions of New York City already had decided that the Levy "day of rest" law did not apply to pharmacies. It held the pharmacist was a professional man. As such, said the Court, he was not subject to the law made to govern labor. —Drug Review.

SOURCES OF IMPORTANT DRUGS WHOSE PRICES ARE AFFECTED BY THE EUROPEAN WAR

The [illegible] of Europe, northern Africa and Asia Minor shows where the principal botanical drugs are grown and gathered. A key to the Arabic numerals designating these drugs, follows: (1) Opium, (2) cinchona bark and quinine (produced in the island of Java a Dutch possession), (3) ergot, (4) cantharides, (5) hyoscyamus, (6) muskrat, (7) Russian isinglass, (8) anise seed, (9) coriander seed, (10) henbane leaves, (11) fennel seed, (12) belladona leaves, (13) althea root, (14) arnica root and flowers, (15) buckthorn bark, (16) digitalis, (17) dandelion root, (18) chamomile flowers, (19) elder flowers, (20) marjoram, (21) burgundy pitch, (22) horehound, (23) stramonium leaves, (24) Dalmatian and insect flowers, (25) celery seed, (26) lavender flowers, (27) thyme leaves, (28) uva ursi leaves, (29) larkspur seed, (30) Bourbon vanilla beans (raised in French possessions), (31) attar of roses, (32) canary, millet and poppy seeds, (33) burdock root, (34) valerian root, (35) orris root, (36) juniper berries, (37) olive oil, (38) lemon, orange and bergamot oils and citric acid, (39) saffron flowers, (40) gum Arabic, (41) Alexandria senna leaves, (42) gum tragacanth, (43) colocynth apples, (44) gum olibanum, (45) myrrh, (46) henna leaves, (47) tamarinds, (48) cassia fistula, (49) aloes, (50) kitter. —Reproduced from the American Druggist and Pharmaceutical Record.

NOTICE to DRUGGISTS

THIS QUANTITY OFFER ON

Mentholatum

Is open to you at all times through your Jobber

With 3 doz. Quantity, 1/3 doz. 25¢ **FREE**

" 6 " " 2/3 " " " and 5% Dis.

6 2/3 doz. costs $11.40, sells for $20.00

NET PROFIT $8.60, or 75%

50 CENT. SIZE COUNTS DOUBLE ON QUANTITY

RECOMMEND MENTHOLATUM

AT THIS SEASON FOR

INSECT BITES — HAY FEVER — SUNBURN — PILES — ALL INFLAMMATIONS — HEADACHE — POISON IVY

The Mentholatum Co., Bridgeburg, Ont.

SOUTHALLS' TOWELS

aremade in a different way to any others of superior finish and material.

The only Sanitary Goods in Universal Demand.

Recommended by all leading Medical and Nursing Authorities.

Fullest details of Southall's Sanitary Specialties, including

Southall's Protective Aprons
Southall's Accouchment Sets
Southall's Accouchement Sheets

supplied by the Wholesale Drug Trade throughout Canada.

Southall Brothers & Barclay, Ltd.
Birmingham, England.

COWAN'S

LIQ. AMMON. FORT.

PURE

Agreeing Fully with all the Requirements of the B. P.

See that every Winchester carries our Signature—
JOHN COWAN COMPANY, LIMITED

GLYCERINE, C.P., in cans and drums
BORIC. ACID, Merck and English
CARB. AMMON. 5 lb. and 10 lb. cans, kegs and casks
CHLOR. AMMON., kegs and casks

JOHN COWAN COMPANY, Limited
3 DALHOUSIE STREET
MONTREAL

WAR

WE ARE READY
TO SUPPLY ALL OUR
MEDICAL SUNDRIES
INCLUDING

CLINICALS MEASURES SYRINGES
PACKED GOODS SANITARY TOWELS
FLASKS STOPPERED BOTTLES, etc.

—PROMPTLY—

For all particulars apply

THE RICHARDS GLASS CO., Limited
TORONTO

Henry W. Bush & Co., Limited
Rembrandt Works
LONDON, ENGLAND.

Drug Store Advertising and Window Display.

A display in the window of Mr. Harry G. Hillier's drug store, 154 Dundas Street, Toronto, was quite appropriate to the present condition of affairs, and attracted much attention. At the back of the window was erected a representation of a fort, the four walls of which were formed of long bars of white castile soap, giving it the appearance of a solid white structure. Openings for a door and windows were left, which at night were electrically lighted from within, casting a warm red glow. Before the fort was an enclosure surrounded by white paper to simulate a fence, (marked to resemble stones). The ground within the enclosure and front extending to the front of the window was of real sand and pebbles, while several tents of white paper, in conical shape, were placed here and there. Eight two dozen cardboard figures in colors, representing soldiers, stood on duty. At the rear, in close proximity to the fort, was a smaller circular structure of white paper, decorated with a red cross, representing an hospital, near which were laid antiseptic batting and other materials and appliances used in connection therewith. The right portion of the window was decorated with several small gunboats sailing on an ocean, whose waves were of green crepe paper, artistically rolled, while the foam on the curling billows was represented by folds of white crepe paper placed under the green. This window showed up better at night when the fort was lit up.

Much credit is due Mr. Hillier for his progressive ideas in window dressing. Here we have a lesson which many of our druggists would do well to follow. A change in the appearance of your window is one of the best ways of advertising. Your window should be changed not less than once a week, and sometimes it is necessary to change it twice; it altogether depends on the season.

At the present time there are many druggists making use of patriotic pictures and patriotic phrases, which all indicate that the people in the drug business as a whole are getting more progressive. At one time, which most of us remember, the drug stores, in the cities at any rate, were distinctly pharmaceutical, and not even a show card was to be seen.

Kent-McClain Again.

Mr. C. A. Lanspeary has opened his second Windsor store. It is very handsomely fitted out with "Mission Finish" fixtures and Dresden show cases. The fixtures were supplied by Kent-McClain Limited (Toronto Show Case Co.)

Patriotic Advertising.

A few months ago everybody was saying "safety first." Everywhere could be seen signs reminding the public of danger spots, and requesting them to look before they leap. All this has vanished to a certain extent, and is replaced by patriotic signs of various kinds.

The Sterling Gum Co. have been progressive in this respect. They have issued a large number of copies of the Map of Europe, with their imprint standing out boldly in the corner. They naturally have attracted great attention and they no doubt will prove a good line of advertising for this firm.

The World's Dispensary Medical Association have issued a large number of war pictures, advertising Dr. Pierce's family medicines. These are distributed in the drug store windows, and have attracted large crowds wherever they are shown.

War Has No Effect on These.

With characterictic business acumen, Parke, Davis & Co. are concentrating their promotion activities upon a line of products that are not only applicable to the season, but are unaffected by the European war. Prominent among them are Antidiphtheric Serum and the new Typhoid Phylacogen. These agents are being extensively advertised and detailed to physicians, and druggists will do well to prepare for the demand which will follow as a logical sequence.

Concentrated Antidiphtheric Serum (Globulin), P.D. & Co., is undoubtedly the most widely used of all antitoxins. The manufacturers' admirable equipment for the production of biological products, their trained and talented staff of scientists and veterinarians, the painstaking care with which their antitoxins are evolved, tested and standardized—these are patent to the medical profession and are a sufficient explanation of the remarkable favor in which the Parke, Davis & Co. brand of diphtheria antitoxin is held by physicians.

Typhoid Phylacogen makes its advent at a time when a reliable agent for the treatment of typhoid fever is needed, the disease being much in evidence at this season of the year. The product was tested clinically for two years before being formally offered to the medical profession, and its therapeutic efficacy is firmly established. Druggists are advised to order at least a few bulbs of this Phylacogen in anticipation of the probable demand.

Both Antidiphtheric Serum and Typhoid Phylacogen may be ordered with assurance that their prices are not likely to be disturbed in consequence of the unsettled conditions in Europe.

The man who tears down reputations always gets most of the dirt himself.

STEVENS' COLIC PROOF FEEDER

Of course YOU are stocking **STEVENS' COLIC PROOF** Baby Feeder, but are YOU giving them the store display they deserve?

COLIC PROOF FEEDERS are fitted with a crystal nipple and bottle brush, and are of the regulation shape. Each bottle graduated in ounces. As the name implies they are positively proof against wind colic and stomach troubles, being fitted with a patent valve which admits just enough air to prevent the nipple from collapsing while in use.

The most attractive package handled by the trade and costing less money than any other make retailing at 25 cents.

Price Protected at 25 cents

Absolutely safe—easily cleaned—no corners to gather decaying food.

Better order a gross direct, or enclose with your next Toronto shipment.

THE J. STEVENS & SON CO., Limited

145 Wellington St. W., Toronto, Ont.

Winnipeg, Man. Vancouver, B. C. London, Eng.

The Original and Only Genuine

BEWARE OF IMITATIONS SOLD ON THE MERITS OF

MINARD'S LINIMENT

HORLICK'S MALTED MILK

DOES THE WORD

PROFIT

interest you? If so dispense at your Fountain

HORLICK'S MALTED MILK

The results are Satisfied Customers, Increased Trade, More Profits.

HORLICK

Advertised, Popularized and Created the demand for the Standard Soda Fountain Beverage

MALTED MILK

Attractive Advertising Matter on Request.

HORLICK'S MALTED MILK CO

Racine, Wis., Montreal, Can.

No Extra Charge for the

RICHARDS SERVICE

Your order shipped the day it is received.

When you want promptness and satisfaction send your order to us.

We are the largest prescription bottle dealers in Canada.

We have our own molds in Montreal, Toronto, Hamilton and Wallaceburg.

Our prices are always right.

LET US FILL YOUR NEXT ORDER.

The Richards Glass Co., Ltd.

TORONTO, - CANADA.

"Everything the Druggist Needs in Glass"

A Trip Through South America.

[illegible] of the State of Paraná, Brazil.

Dear Mr. Editor.—This is a new world for me, [illegible] in Brazil, and I am going to try and give you my impressions to you; that is, if I can make it clear to myself, after I have put the question to myself, just what the differences are, and what I am considering commercial traveler, with no [illegible] experiences in Latin America, [illegible] me in such a statement. Before I [illegible] you across the Border into South Brazil, [illegible] think it wise to give a few more paragraphs to Uruguay, which I was leaving when I [illegible], seems to make the contrasts plainer.

Several fellows I have met in South America before either away from home for the first time or whose information was usually second hand or based on superficial observation, told me that Montevideo was about the same as Buenos Aires, or, in still more general terms, that Uruguay was Argentina over again. That's a huge mistake. The man who proposes to enter the little oriental Republic with the idea that he need only repeat in that country the steps he took towards success in the big Argentine had better shut his eyes, turn around three times and guess again. They both speak Spanish, that's true, and both are pastoral and agricultural countries. It's dangerous to carry the analogy further, so I found out. Boston is not New York; Massachusetts is not Pennsylvania. Let that little hint be a guidepost to those who follow me, and I'll hope to collect a fee some time for the advice. That's negative advice, however. Let's see whether I can add some further suggestions to it. In the first place, avoid the mistake of supposing that an agency in Buenos Aires can handle goods with complete satisfaction for Uruguay orders. Some big Argentine houses have branches in Montevideo, but that's a different proposition, and dealings with the latter should be to a large extent independent of the former. In the second place, the habits, tastes, and point of view of the Uruguayan must be consulted as their own, not necessarily associated with or related to their neighbors across the Rio de la Plata. They like things of their own and they like them different. It was my experience, at least, that when I began—as I foolishly did the first time I opened up on a prospect—to talk about what they took in Buenos Aires I made little impression, but when I began

GENERAL VIEW OF PORTO ALEGRE.

Alegre, the capital of the Brazilian State of Rio Grande do Sul, has a population of about 125,000 inhabitants. It lies at the head of the Lake Patos, the largest body of fresh water in Brazil, being 203 kilometers (188 miles) long and 66 kilometers (41 miles) wide. It is a pretty well built city, and with modern public service conveniences. This view indicates its size, and offers a glimpse of the surrounding country as well.

by asking what they liked in Montevideo I immediately got a reply that helped me in the negotiations. In the third place, the interior of Uruguay needs to be worked in person. I won't say that I myself was thorough about it, for I felt that I had too little time, but that was no good reason. I know from what I saw in Montevideo and the few places I visited outside of the capital that the sure way to build up a market in Uruguay is to meet the consumer face to face, and it can be done only by going to his own establishment. He may not buy at once of the traveling salesman, but he never will forget the courtesy implied by a personal call; and if the goods offered by the "Yankee" are what he feels will meet the wants of his customers, he will never be satisfied until he has them in stock. Uruguay is a self-reliant country, and its people, whether in the capital or in the interior, are independent in judgment. Immigration is coming slowly and is therefore absorbed with surprising completeness. These points must be remembered in framing up an itinerary, because if South America is lumped as one big place, instead of being conscientiously recognized as a number of separate and varying entities, the traveler will have his "bumps" perhaps too often, but he who takes these conditions into consideration will find his path getting smoother and smoother as his experience accumulates.

Perhaps you think, Mr. Editor, that I have gone a long ways around to get anywhere, but this little digression was intentional. I wanted to say a few words more about Uruguay, and I wanted to emphasize the care needed in passing from one country to another, because I am now in South Brazil, and if what I said about Argentine and Uruguay carries the grain of truth (and I know it does), the same statement of differences can be accentuated in entering Brazil from a Spanish-speaking country of South America.

In Brazil the people speak Portuguese. "Oh, pshaw!" I hear you say. "We all knew that long ago, and if that traveling man can't give us any better news, I'll have to refuse to take his stuff." But I am not giving a lesson in Geography. I am telling you my experiences and trying, thereby, to get others to avoid those mistakes which are so disastrous to our commerce. We must learn to conduct ourselves so as to make a good impression on those we hope to make our customers, and one of the simplest ways is to be polite. One of the most certain ways to be impolite is to say, on entering Brazil: "Oh, well; I know you people speak Portuguese, but I speak a little Spanish, and I suppose you understand it enough for business purposes." Wouldn't that make you mad? But the temptation to adopt this conduct is not easy to overcome. Many a time I almost yielded to the point of saying, "I don't remember the Portuguese word for so-and-so; but in Spanish it is ——," and then I kept my mouth shut until I could haul out my dictionary and look it up in the language of the country. I learned my lesson from an Italian viajante (commercial traveler) whom I was very lucky to meet in Porto Alegre. I spoke to him in Spanish, and he answered in Portguese and added in a kindly way: "I never speak Spanish here in Brazil, only my own language or Portuguese and I am going to help you to follow my example; you won't find it so hard, if you stick to it."

And that's what I am doing now— speaking Portuguese. I can't say that I find it easy. In fact, a knowledge of Spanish is often a real impediment, for the Spanish word does come when it isn't wanted, and the grammar and vocabulary are so provokingly similar without being the same that I must make numerous mistakes in every conversation I try to carry on. But what's the odds? My freguezes (customers—I haven't many yet, but I have hopes) note my eagerness to learn the language, and they can more readily explain their wants and methods if they think the stranger is to some extent familiar with it. Perhaps I understand about half they say; but it's never any trouble to repeat, and such progress as I make gets my eyes open to many little things I would otherwise miss. So I say constantly to myself, "Keep it up, my boy, don't let the foreign competitor get ahead of you on that score; stick to it." And every evening when I go to bed I feel that I have made some progress, and that a few more words and phrases are planted in my linguistic garden.

Now, it seems to me, it's about time to do some traveling, instead of gossiping here in this pretty town of Curityba, the capital of the State of Parana. My copy of the letter I wrote from Rivera just before I entered Brazil, is not by me, for I packed it in a part of my baggage that has gone on to Sao Paulo, but I feel sure that I told you of coming to the Brazilian frontier across Uruguay, and of waiting there for the connection across Rio Grande do Sul, the southermost state in Brazil. The gossip while I was there was that plans were on foot to arrange through connection between Montevideo and Porto Alegre, so that passengers could leave Montevideo in the evening, arrive in Rivera the next morning, catch a train for Cacequy, where, if so desired, they could go to the city of Rio Grande do Sul, or continue to Santa Maria, and thence to Porto Alegre, on the same evening. This is a practical scheme on the railway's part and will undoubtedly be soon carried into effect. The result will be to bring those two geographically allied areas close together, and to stimulate their commercial intercourse, just as there is a natural trade continuously maintained between the United States and Canada. The point is worth remembering by those who may obtain a foothold in this growing country, for in my judgment much of

the commerce of South Brazil can be expedited through the River Plate Region, either Buenos Aires and Montevideo, especially if free zones are permitted within these ports, from which goods can be transshipped in bonds, on final purchase. Let my Yankee friends store up this hint for the future.

When I came over the road I had to leave Santa Anna (opposite Rivera) in the morning to get as far as Santa Maria, 171 miles (280 kilometers), that evening. I was tempted to go to Rio Grande and thence to Porto Alegre, but had to sacrifice this side trip, as had been the case on many other occasions, in order to save time. Then I had to spend the night in Santa Maria, leaving the next morning for Porto Alegre, a day's trip of 242 miles (389 kilometers). You see that travel is not at express speed in this part of the world, for nobody demands it, and being narrow gauge, the railway ones. They are sure to be in decent English, at least, and that's a heap better than many catalogues I have seen in poor Spanish, which convey precious little information and what is in them sometimes on that account misleading, with weights and measures too frequently lacking the metric system equivalents, and with prices in dollars and cents, lacking a key to their calculation in any foreign currency. Unless a buyer's catalogue is edited for foreign trade by an expert, the commercial traveler should stick to the book with whose every page he is thoroughly familiar.

Speaking of money and currency, this seems a proper place to make my usual statement about the money of the country, although I have not yet been at its capital, and can report only what I found out in Porto Alegre. The unit of value is the milreis. There is theoretically a gold milreis but it is not seen on the street, nor does the pa

RAILWAY SCENERY IN PARANA.

From Curityba to Paranagua on the Atlantic coast runs a railway that offers many scenic attractions. It winds around the mountains or tunnels through them. It descends to sea level by a route that rivals the beautiful line between San Jose and Limon in Costa Rica. The port of Paranagua has long been the sole entrance for the commerce of this region, but now that rail connections from Curityba to SaoPaulo is established, it is probable that a wider source of supply may be encouraged.

cannot make it without danger. It was delightful to get a bath and talk shop again, after these two days of weary traveling, but I had put in my time studying the Portuguese, so it was not wasted by any means.

Right here I registered another experience, to be added to what I said above in regard to speaking the language of the country. I found that it was unwise to use in a Portuguese-speaking country catalogues printed in Spanish, so I shipped to Montevideo the few I had left, kept for demonstration purposes those printed in English, and shall get along with them the best I can. Travelers and manufacturers take notice. If you don't have Portuguese catalogues, stick to good old American

per money exchange for it. As I crossed the frontier I sold British sovereigns at the rate of 15 milreis for every gold pound (1£—15$000). Please note that the graphic way to designate Brazil values is by placing the multiples of the milreis first, then the sign followed by three numerals. All tabulations and all statements of money values are in this form. Perhaps, by bargaining, I could have obtained a slight premium on my gold, but I had no time for negotiation, and considering the circumstances I was quite satisfied to take this amount, which was advertised as normal in guide books. It proved to me at least that I had been wise in carrying a stock of British gold in my inside pocket. Had I not had it with me I should

New York Pharmacal Association's
PREPARATIONS

Lactopeptine Powder (oz. bots.) Lactopeptine Powder (½ lb. bots) Lactopeptine Tablets
Lactopeptine Elixir, Plain Lactopeptine Elixir, Bismuth
Lactopeptine Elixir, Iron, Quinine and Stryohnia
Lactopeptine Elixir, Gentian and Chloride of Iron

Arlington Chemical Co.'s Preparations

Beef Peptonoids (Powder) Peptonoids, Iron and Wine
Liquid Peptonoids
Liquid Peptonoids with Coca Liquid Peptonoids with Creosote
Phosphagon

Palisade Manufacturing Company's
PREPARATIONS

Borolyptol Velvet Skin Soap Hemaboloids
Kola Cardinette Velvet Skin Powder

R. L. GIBSON, General Agent
88 WELLINGTON STREET W., TORONTO.

Some Druggist

Makes a Profit on Every Can of

Antiphlogistine
TRADE MARK

sold on prescription, or to a customer, direct
Advertised only through
Medical, Dental and Drug Journals;
Distributed only through
Regular Jobbers to Dealers
for more than 20 years.

5% Discount on orders of **$12.** or more—through your jobber

"There's only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO
NEW YORK, U.S.A.

MAJOR'S CEMENT

has been mending China, Glassware, Vases, etc., etc. for nearly 40 years. Every druggist should stock it.

D. WATSON & CO.
Montreal, Que.

The Canadian Druggist

is the oldest Drug Journal in Canada. It is the best advertising medium. Send for rates and give it a trial

A Trade Winner this Winter

Tar, Tolu and Wild Cherry. ***An Ideal Cough Remedy.***

Contains no Opiates, yet Efficacious. Palatable as Fountain Syrup. Contains no heavy syrup Folding Carton to permit druggist to show contents without spoiling the package.

Combines Medicinal worth with Merchantable value and Pharmaceutical Elegance.

Four ounce size, $1.50 per doz. $15.00 per gross
Eight " " $2.50 " " $25.75 " "

THE TORONTO PHARMACAL CO. LIMITED

TORONTO MONTREAL WINNIPEG

have been short of cash and perhaps been compelled to wait over a day or more to present my letter of credit at some interior bank. Traveling in Brazil, so I have already discovered, is rather expensive, especially if considerable baggage is carried. My cash was almost exhausted therefore when I reached Porto Alegre, and I at once bought some money.

A milreis gold in Brazil has a legal value of $0.5463. All financial transactions, and the Government reports of foreign commerce as well as customs dues, are given in terms of this gold milreis, usually so indicated by the word oro appended. The ordinary milreis has a market value in the street of about 16 pence (16d.), say 32 cents, and the Government tries to maintain it at that value, although fluctuations of sixteenths are daily noted at the banks and houses having large international dealings. My recent purchase read £10 at 16¼ equals 1478700 less stamps, 300, 1478400, which was what I got for my money. You see that a draft through a bank was worth less than gold coin, but as I could not be loaded with gold, I had to submit to the loss with the convenience of a letter of credit as compensation. Figuring £1 $4.86 as equal to 11877 milreis, 18000 equals very close to 304 cents. In a financial paper I have just consulted, I find that a paper milreis is quoted at 32 cents ($0.321), so you see I got a bit stung, but that can't be helped, as I was glad enough to have the security of the letter of credit. For ready calculation, however, it is very near the mark to estimate 3 milreis paper to $1 gold. Currency in any sum above a milreis is usually in paper notes, much of it dirty and unattractive; in fact, one's inclination is to get rid of it as quickly as possible. I am told, however, that the closer one gets to Rio the cleaner does the paper money become, which is a satisfaction, at any rate. There are good clean silver coins of 1 and 2 milreis (paper value), and newly minted fractional pieces, with a few copper coins of under 100 reis. Of course, there is no such ridiculously small a denomination as 1 real, which I have learned from my Portuguese grammar is the unit of which reis is the plural. If I mention Brazilian money at all in my future correspondence, it may be taken for granted that I refer in every case to the paper milreis of the value of almost exactly 3 for $1.

Porto Alegre I found a good sized, bustling place of around 125,000 inhabitants. It is a pretty city, on the northern end of the lake that extends south to Rio Grande where there is communication with the Atlantic, so that ocean-going steamers can come clear through to Porto Alegre and do so, especially from Germany, much to the advantage of German commerce. I wish I had time to give my impressions of this interesting experiment in settling a new country, but I have so many facts still to set down that I must skip such observations as those. Perhaps it is as well, for I might lead you into expressions unsuitable for the Bulletin, and I wouldn't do that for the world.

Porto Alegre, and all Rio Grande do Sul, for that matter, is very much alive. Especially is this the case now, since the port works at Rio Grande are promised completion within a reasonable period. Then a better and safer entrance to the lake will be afforded, Rio Grande and its neighbor, Pelotas, the headquarters of the cattle and jerked beef industry hereabouts, will grow, the industries of the State will expand, and Porto Alegre, its capital, will be benefited.

I mentioned the industries of the state, and so far as I can find out, they are essentially pastoral and agricultural, like Uruguay, with some mining in the interior, so I am told. The population is Luso Brazilian, a phrase I learned here while talking to old inhabitants, Teuto Brazilian, and Italo-Brazilian, meaning those from Portugal, Germany, and Italy, respectively. Now that the railway is at last carried clear through to Montevideo, with projects for connection at two other points, and now that the railway is actually open all the way to Sao Paulo and Rio de Janeiro, Rio Grande do Sul will have a chance to escape the isolation from which it has suffered. This various European mixture promises to make a good race. The climate and soil are favorable for all temperate and sub tropical crops, even wheat and apples, so enthusiasts tell me; and plenty of pasture land exists for many more cattle than there are at present. Then there is abundant garden truck grown—colonial Waaren, as the Germans say—which finds markets in Europe by the direct steamer transportation from Porto Alegre and Rio Grande.

Everything modern is wanted in this state, and in the capital almost everything modern is on sale. There is a substantial foreign commerce maintained, and I saw abundant evidence that people were making money. One interesting feature I noted in studying directories and address books, namely, that while most of the public activities were carried on by those with Brazilian names, the business activities were on the other hand largely in the control of those with German names. I have heard that more than 50 per cent. of the business of the city and surrounding country was controlled by Germans, either those of long residence here—a generation or more—or those recently immigrated, who are closely associated with the houses back in Europe. I can well believe it, and this condition must be taken into consideration in studying these markets. I saw some goods made in the United States, and they were selling nicely, but the great preponderance of ordinary supplies in the shops came from Europe. This matter I shall reserve for the finish of this letter.

It would be pleasant for me to say a great deal more about Porto Alegre and Rio Grande do Sul. There has been lots of history here, and its relation to central and northern Brazil makes it worth careful study in more ways than that of commerce. I think it best, however, to carry my experiences along over the trip I have just finished, via Santa Maria again, north through the State of Rio Grande do Sul, and across the intervening States of Santa Catharina and Parana, and then to make a general summary of the whole thing spreading my conclusions over the entire region of South Brazil. For the Yankee commercial traveler this is really a new field. I have heard of no one making the trip as I have made it. I knew practically nothing about the country when I left home, and it is only within the past few months that any such trip was possible, because the railway has been operating scarcely more than a year. Before that, to get from Porto Alegre to Curityba it was the wilderness or the Atlantic, with nothing in favor of the wilderness.

In Santa Maria I had to spend the night (having left Porto Alegre in the morning), taking the train at 6.40 the next morning northward for the town of Passo Fundo, about 202 miles (356 kilometers), to arrive shortly after seven that evening. The country north of Santa Maria is beautiful as the train ascends through gorges and valleys onto the plateau, and when once at an elevation of about 2,000 feet the meadows seem rich, and the numbers of cattle indicate a pastoral industry quite as good as that of the more thickly settled region in the centre of the State. Cruz Alta, they say, is a flourishing town, probably the largest north of Santa Maria, but I could not lay over, as there were only three trains a week and I dared not then sacrifice the time. Another reason will be given later. Passo Fundo was my destination that evening, and in this pretty place I spent the night. German inhabitants were still noticeable, but Brazilians seemed to be in the majority.

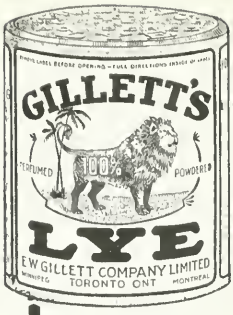
From Passo Fundo, which I left at 7 a.m., it is 111 miles (179 kilometers) to the banks of the Uruguay River which forms the boundary between the States of Rio Grande do Sul and Santa Catharina. Here, in the village of Marcilino Ramos, I passed another night. The country becomes wilder and sparsely inhabited as one goes northward, and in many places is almost virgin, but I noticed here and there a saw mill, and could see through the trees that considerable timber had been cut. In fact, this is a timber country, and will develop first by the logging camp until it is ready for the cattle man, the agriculturist or the fruit and vegetable farmer, who will follow as soon as the railway assures steady means of access for the colonists and of egress for all these products of the

RIO GRANDE DO SUL, BRAZIL, WHERE IMPROVEMENTS AMOUNTING TO $10,000,000 ARE UNDER CONSTRUCTION

The city, which in 1900 contained about 25,000 inhabitants, is rapidly growing. It will be considerably extended by the filling up of the surrounding low lands during the construction of the port works. There is now a large commerce with foreign countries at this port, which it is expected will be largely increased with better facilities for handling it.

earth. Probably the wooded mountains of East Tennessee offer as correct a comparison, both as to climate and settlement, as I can imagine, at this moment.

I had to cross the Uruguay River in a little gasoline launch, as the bridge in process of construction was not yet ready for the train. Just below the bridge the Rio de Peixe (Fish River) enters the Uruguay, and the banks of both streams are so thickly torrested that no view of the surrounding country can be obtained. My day's journey was to Uniao da Victoria, a distance of 227 miles (366 kilometers). This was all in the State of Santa Catharina. The train for much of the distance followed the Fish River, clinging to its banks as the ivy clings to the oak. Now the curious Parana pine shows itself in great abundance, and timber possibilities are the first thing that entered my head. It is, indeed, an unsettled country. A few years ago nobody dreamed of moving into it, and only the adventurous pioneer thought of making it a camp for his explorations. Undoubtedly the climate is healthy and the ground fertile, but no further information could I get from the few passengers on the train, who, like myself, were taking this trip in order to avoid the sea voyage that had hitherto been necessary to reach Sao Paulo. Monotonous the trip certainly is, but fascinating, as I could let my imagination soar on unrestricted wings, and people the whole region, within even one generation with a population eager to snatch from mother nature the food and riches she will give as reward to any one willing to work in such an incipient paradise. This is not at all the luxurous tropics, with its palms, bananas, romantic natives, and apparent dolce far niente. No, indeed. It is the temperate zone still; stern, and compelling, but full of promise for those seeking homes and able to work for them. I could not escape making comparisons, Mr. Editor, between this region in Brazil, and that on the west coast along which I passed only a few weeks ago. In Northern Chili, opposite, in Peru, and on the plateau of Bolivia, the surface of the rocky Andes, in many places, precludes the possibility of agriculture in any form whatever. Mines there are, and wealth wrung from these rocks will benefit mankind, but homes, as we think of them, spring into the imagination only with surroundings like those which are characteristic of what I saw for hours together, from the car window in this part of Brazil. It means work, of course; work such as built Kentucky, Michigan, and California, but just as sure as there will be a coming glomerate race in Brazil alike in some ways to what we have seen develop in our north, equally as certain is it that throughout the almost trackless wilderness of this part of the Rupublic shall we find homes and a settled population, when this railway becomes known, and the money seeker as well as the home seeker turns his attention this way.



SATISFACTION

in the highest sense, to you as a druggist and to your customers, is obtained when you sell

GILLETT'S CAUSTIC SODA,
GILLETT'S LYE,
GILLETT'S CREAM TARTAR, ETC.

If your wholesale house will not supply you at list prices, send order to us, and we will ship goods direct.

Awarded Gold Medal Toronto Exposition.

E.W.GILLETT COMPANY LIMITED
WINNIPEG TORONTO, ONT. MONTREAL

Uniao da Victoria (the place has other names on the maps, but all begins with Uniao) is on the border between the States of Santa Catharina and Parana. The next day's journey, as far as Punta Grossa, was (263 kilometers) 163 miles. This part of the State of Parana is to a large extent wilderness, yet some habitation is seen, and here and there are sawmills, but as we approach Punta Grossa evidences of agriculture presented themselves. This latter town has something over 10,000 inhabitants but is frontier like. Its importance is due to the fact that it is a railway division point, and the junction of the line over which I just came and which continues on the Sao Paulo, with an eastern branch that passes this place (Curityba) where I am now writing, and continues to the Atlantic Ocean, at the port of Paranagua. It is rumored that the western extension, which aims to reach the falls of the Iguazu and ultimately Asuncion in Paraguay, may also make Punta Grossa its junction point. Anyhow, it is the centre of the local trade, and I made proper use of my half day there.

Punta Grossa is 114 miles (184 kilometers) from Curityba through relatively flat country, few trees, and an abundant pasture, which the train schedules in six hours. So here I am at the capital of the State of Parana, in a German hotel, op-

posite a Brazalian lumber yard, and with an Italian spaghetti factory up the road. Cosmopolitan, isn't it?

I like Curityba. My genial German landlady tells me that when she moved here, half a dozen years ago, to open this hotel, it was a doleful town, with no street lights of electricity, no paving to speak of and small business. Now the place seems on the boom, and a new hotel is promised, with electric street cars, and plans for further and extensive municipal improvements. There are many Germans here, some Italians, and a few other foreigners. One great business is the preparation of herva matte (yerba mate of Spanish), Paraguay tea, which is gathered in the forests near by and shipped in immense quantities to the south and even to parts of Europe. The agricultural zone around the city is large and fertile, but the State has not as yet been able to stimulate an increasing immigration, although land is cheap, and the State regulations quite liberal. Now that the new railway is opened to the interior, with probabilities of continued building, expectation runs high that settlers will be attracted hither and enlarge the State's production. The climate certainly is fine. Anyone who fancies that this part of Brazil is hot, humid and unwholesome is away off the truth. It is south of the Tropic of Capricorn and at an elevation of about two thousand feet, so I may compare it some parts of California, and not be far from the exact truth.

I said at the beginning of this letter that I was in a new country. I repeat it with emphasis. It's new in many of the conditions that characterize a comparatively untilled country, with a small population and a vast extent of land never touched by the plow. Its history may run back a hundred years or more, but that has not affected the interior to any noticeable extent. When the railway connections to the south (over which I have just come) are in better shape, an opening will be given for better travel to Rio Grande do Sul, to Uruguay, and even to Buenos Aires, and commercial travelers can then take advantage of it.

Now concluding this hurried letter, I must make a confession, without which my friends, known and unknown, might think I was misleading them. Have I been successful in my venture off the beaten bath of the commercial traveler from Yankeeland? Yes; only in the sense that I have investigated this new country, and shall have a lengthy report to make to my house when I get back home. Ignoring a bit of the frontier roughness here and there, forgetting the repetition of experiences in our own West of years ago, but utilizing them as a gauge for the future of this very country, I can advise others to follow me if the goods they carry will sell in a region such as I have attempted to describe. If it is thought worth while to come overland from Montevideo to Sao Paulo, just to change a sea voyage for one on land, it will be a novel experience. But if the sole purpose would be to sell goods of a kind not ready for a pioneer country, I must advise against it. Porto Alegre and Rio Grande deserve a visit. Between Porto Alegre and Curityba there is not a single town that has 50,000 inhabitants. Porto Alegre has probably a foreign trade of its own or may find it economical to draw upon Montevideo. Curityba has its independent exit through the port of Paranagua and may draw from Sao Paulo as an immense depository of manufactured articles. Otherwise the country of South Brazil is of the future.

I have not been successful in the sense that I paid my way or laid the foundation for a permanent trade on my trip, should I make one. I could not do it, Mr. Editor, and the reason is to me very plain transportation rates. Figure at the proposition as I could, I was not able to meet the figures of the European steamers which touch regularly and often along this coast. The customs tariff is of course as favorable to me (from the United States) as to any European manufacturer, and the goods I represent found a sympathetic reception at the hands of the merchants here. My terms were reasonable, but when it come to c.i.f. (cost, insurance, freight) at Porto Alegre, Paranagua, or any port south of Sao Paulo, I was not in the running. As one gentleman said to me on that very matter: "We would like to trade with you. We like Yankee-made goods, but how can it be kept up when there are no regular steamers between the United States and our shores, while we have direct steamer transportation, relatively cheap at that, at least every two weeks and perhaps oftener. When we buy in Europe we know that our purchases will arrive within reasonable time after the order is given, and with no transhipment beyond that from steamer to railway car. When we buy in the United States we cannot tell within 6 months when anything will arrive; if we pay the freight we lose a valuable profit, because it costs more than from Europe, and there is danger of injury through the unavoidable transfers." That's my experience, Mr. Editor. The next man may be luckier than I, and may be clever enough to deliver his goods cheaply and expeditiously over this local territory, in competition with our friends across the sea. But I can't—yet. And so I shall report to my house when I am back, and perhaps suffer a licking in consequence.

To-morrow I am off to Sao Paulo. Although you and the readers of the Bulletin know much about that wonderful city and Rio, which I am eager to see, I am going to try and find something to say of practical value to my guild and to give my experiences a personal turn which can't be found in the ordinary books or articles of tourist travel.

VIA JERO.

Obituary.

DR. WILLIAM SAUNDERS, C. M. G.

The death took place on September 13th of Dr. William Saunders, of London, Ontario, after a long illness. The late Dr. Saunders held a very high place in the public life of Canada, being doctor of the Experimental Farm at Ottawa, and head of the Agricultural Department of the Dominion. He was one of the founders of the Ontario College of Pharmacy. He was also a past President of the American Pharmaceutical Association.

M. D. L. THOMPSON.

The death took place on September 5th at Toronto, of M.D.L. Thompson, who was one of the pioneer homeopathic chemists in Canada. The late Mr. Thompson had been in ill health for some time past, and since last April had suffered from the results of a paralytic stroke.

He was born in Millbrook, Durham County, eighty two years ago, and during his long experience was connected with many drug stores in Canada and the United States.

The late Mr. Thompson came to Toronto in 1860 and located on Yonge Street, where he soon created a reputation as a homeopathic chemist.

The late Mr. Thompson was a good citizen, interested himself to a very great extent in public affairs.

What is Tomce?

Tomce is an instantaneous cure for toothache. How much would you give for an instantaneous cure when you are suffering with a violent toothache? This is the most marvelous remedy ever put on the market. Every druggist should get this. It is a good seller, and now is the time to put a stock in before the winter comes on.

Tomce is made by Henry W. Bush & Co., Ltd., Commercial St., London, England.

Off to the Front.

Mr. Wise, druggist, of Winnipeg, has volunteered for the front. He is at the time of writing at Valcartier, and by the time the Journal reaches our subscribers, he will probably be in Aldershot.

Publication of the new edition of the British Pharmacopoeia has been postponed indefinitely. In a notice issued by the General Medical Council it is stated that the postponement is in consequence of the outbreak of war since the public announcement of the forthcoming publication of the British Pharmacopoeia, 1914, and in order to avoid any inconvenience that might be caused by changes in medical formula at such a time. Due notice will be given as soon as it is decided that the time has arrived when the work should be published.

Correspondence

Embro, Ont., Sept. 15, 1914.

Canadian Druggist,

Enclosed find $1 for subscription to Journal. I did not receive statement, else would have remitted before.

Yours truly,
T. P.

Kingston, Ont., Sept. 9, 1914.

Canadian Druggist, Toronto, Ont.

Dear Sirs,—I am enclosing money order for $1, amount necessary to cover my subscription in full for this year.

Yours truly,
J. McL.

Selkirk, Ont. Sept. 9, '14.

Canadian Druggist, Toronto, Ont.

Herewith please find postal note for $3.50 apply on my subscription to the Canadian Druggist. This I understand will be in full to December, 1914. Please send receipt stating date to which it pays and oblige.

Yours truly,
W. F. D.

Jones answered an advertisement and sent $1 for four pairs of socks. When they arrived Jones looked them over and then wrote the advertiser:

"Socks received. The patterns are vile. I wouldn't be seen on the street with them on."

Back came the answer:

"What are you kicking about? Didn't we guarantee that you would not wear them out?"—Magazine of Fun.

MADE IN CANADA

Caustic Soda 75-76-77%

Bleaching Powder 35-37%

WINDSOR BRAND

The Canadian Salt Co., Limited
WINDSOR - ONTARIO

THE NICHOLS CHEMICAL CO., Limited
(Selling Agents for Canada)

Publicity and Store Methods.

Hints on Show Card Writing.

Most drug store owners have "risen from the ranks," and this means a comprehensive experience, ranging from "sweeping out" to handling difficult customers. It is perhaps unnecessary, therefore, to publish any information or suggestions on the subject of show card writing in the "first lessons" stage for the benefit of our proprietor subscribers, but touching on this topic occasionally will help them in making their salesmen more efficient in all round store service, by simply passing the good stuff along to the "force." Here's something of an elementary character that ought to be helpful to the younger generation and future merchant princes of drugdom :

In preliminary practice in show-card work manilla paper or cheap cardboard is all that is necessary, says H.L. Hiett, in Signs of the Times. Guide lines should be used and the student should not be afraid to sketch with lead pencil before using the brush. Learn the different strokes of the different alphabets, and do not attempt to execute fancy scrolls, relief work, beveling, etc., before you have mastered the simpler technicalities of the work. To become a good card writer one must start from the beginning and do his best on each card : one must not think that he can learn the whole business in a month, a year, or even two years, for it takes as long as from five to ten years to become an expert professional card writer, although there are some who take hold quicker than others.

For regular store work, six to ten ply cardboard is used ; six to eight ply for the interior, and ten ply for window work, occasionally using heavy mat or onyx board for extraordinarily good or special displays.

The single stroke letter is the easiest and most practical for the aspirant to learn. The single stroke letter is so called because each section or part of the letter is made with one stroke of the brush.

In practicing on this alphabet use the straight line letters first before trying curved ones. The letters with straight lines are : F, H, I, K, L, M, N, T, V, W, X, Y, Z.

Don't hold your brush too tightly, as this will cause your hand to cramp, and thus interfere with the free movement so necessary in good card work.

If you use the Soennecken pens instead of a brush don't bear on the pen too hard, get the points squarely on the paper or cardboard.

Don't cultivate bad practices. Don't forget to dot the letter "i," and to cross the letter "t."

Don't work in a cramped position, either with hand or body. Don't let every Tom, Dick or Harry use your brushes or tools.

Don't use bad brushes ; use the best, and don't use any colors but the best.

Don't make a practice of scratching out spoiled letters and working over the scratched space.

If you have an air brush, don't take it apart at the first trouble you encounter. See whether the air pressure is right ; try running clean water through it ; see if the cap is adjusted right ; see if the needle is set for the line you want, and remember not to let your airbrush colors be exposed to dirt or lint.

Practice the entire alphabet carefully, first using a small brush and then the larger ones.

Roman letters are almost the oldest written characters known, and retain their original forms, slightly modified to the present day. The Roman alphabet because of its common use for all text matter in books and papers, is so familiar to every one that it is the easiest to read. This makes it the ideal letter for the show card, and everyone writing show cards should master it.

Most of all the leading show card writers confine their work almost entirely to the Roman alphabet, either upper or lower case.

In choosing a style lettering for a card it is well first to consider the wording to be used ; then decide what particular letter will be most effective.

After studying and practicing the alphabets, mixing colors properly and having the right kind of tools the student is ready to lay out a complete card.

The arrangement of words on a card is very important. Even though the letters are perfect, if they are not spaced right the card will be spoiled. The margin is also very important, and if it is not in the right proportion much of the good effect is lost. Too little margin gives the card a stingy, crowded appearance. For a full sheet card a margin should never be less than three inches. The letters should be so spaced that they look to be the same distance apart, and the margin or border at the top and bottom and sides of the card should be the same. The arranging of the wording should be symmetrical and pleasing and the wording all or nearly all in two styles of type, while the principal feature of a card should be the word that designates the article or the price.

Unless one is a fairly good artist, it is better to cut out pictures and mount them on the card than to try to draw them yourself. One can find plenty of pictures in magazines, on calendars, etc., some in colors, which answer the purpose very well.

After the picture is mounted on the card with good library paste, draw a line or two around the picture in tints or gold and if executed neatly the ordinary eye cannot tell that the picture is mounted. This method is used in all the leading show card shops, and with the use of the airbrush wonderful results are obtained.

Buy Your WINTER'S SUPPLY Now

LYMAN'S HYDROGEN PEROXIDE

Contains 3 per cent. by weight H_2O_2 corresponding to 10 volumes available oxygen. GUARANTEED to meet the tests of both British and U.S. Pharmacopoeias.

Specially Prepared for MEDICAL, SURGICAL AND DENTAL USE.

1-4 lb. Bottles $1.10 dozen. 1-2 lb. Bottles $1.70 dozen.
1 lb. Bottles $2.25 dozen.

For Quantity Prices apply to us or our Travelling Representatives

THE LYMAN BROS. & CO., Limited

WHOLESALE DRUGGISTS TORONTO, ONTARIO

The Best Value
For Druggists Is

J. S. Hamilton & Co's. Brandy

DISTILLED AT COGNAC, PELEE ISLAND
UNDER EXCISE SUPERVISION
For sale in Cases 12 qts., 24 pts., 24 and 48 flasks

J.S. HAMILTON & Co., Brantford
WHOLESALE DISTRIBUTORS FOR CANADA

The Consolidated Fruit Jar Co.

New Brunswick, N. J.

—MANUFACTURERS OF—

Sprinkler Tops,
Talcum and Tooth Powder Tops,
Aluminum Collapsible Drinking Cups,
Plain & Decorated Collapsible Tubes,
All kinds of cast metal goods.

Sole Manufrs. of Drummond Pat. Closed Tube

WRITE FOR PRICES

KEATING'S KILLS BUGS

The oldest and best known insect powder on the market. Used throughout the world where insect life is a pest. It always satisfies the customer. The peculiar merit of Keating's is that while it is fatal to every form of insect life it is harmless to human or animal life, and will not injure the most delicate fur or fabric, or irritate the skin.

Keep your stock of Keating's well Replenished

Trade Notes

R. W. Mill, Netherhill, Sask., has assigned.

Mr. G. H. Groves, of Carp, Ont., is dead.

B. A. Glenn, Melfort, Sask., has opened a drug store.

W. H. Scott has succeeded S. Cope, Warner, Alta.

Mr. R. J. Crosby, Smithville, Ont., has sold out.

A. Dulmage, Ltd., Saskatoon, druggists, have incorporated.

T. J. Stillman, Woodstock, has sold out to A. R. Vicary.

T. A. Charette, Montreal, physician and druggist, is dead.

The Prelate Drug Co., Prelate, Sask., has commenced business.

The Forres Pharmacy, Forres, Sask., has commenced business.

Dr. St. Pierre has started a new business in Windsor, Ont.

H. E. Koch, Midale, Sask., suffered loss by fire recently.

Mr. W. G. Holland has succeeded H. Cochrane, Maryfield, Sask.

Messrs. Reaume Bros. have started a business in Ford City, Ont.

Mr. Arthur Patterson has started a new business in Barrie, Ont.

Dr. McWilliams has succeeded to the Dean drug store, Dundalk, Ont.

Jordon & Cummings have succeeded J. R. Dean, Drummer, Sask.

Dr. McDougall has succeeded R. J. Barton, of Harrison, Ont.

W. H. Rowe, Prince Albert, Sask., has sold out his branch store.

L. W. Rebstock, Halbrite, Sask., has opened a branch drug store at Verwood.

A. P. Fortire is starting a new business, Park Avenue, on Mount Royal, Montreal.

J. W. Raymore, recently of Blenheim, has succeeded Robt. Easson, Stratford, Ont.

J. C. A. Broulette is starting a business in Montreal, at 70 Beaubreu Street.

E. S. Colling, Moose Jaw, Sask., has moved his business to new premises.

The Battleford Drug Co., Battleford, Sask., are dissolving partnership.

Mr. F. Westcott has discontinued his drug business at Edmonton, Alta.

Mr. H. B. Johnson, Camrose, Alta., has taken over the drug business lately carried on by A. M. Sanders.

J. H. Pountney, of Bathurst St., Toronto, is opening a branch on Yonge St., near St. Clair Avenue.

The Dominion Drug Store, Ltd., Gravelbourg, Sask., has taken over the drug business lately carried on by G. Gravel.

Mr. G. J. Reilley, of King St. W., Toronto, has started a branch store at the corner of McCaul and Anderson Sts.

Mr. L. Pusey, recently with W. W. Gardiner, Victoria, has taken a position with pharmacist Campbell, Coquitlam.

Messrs. Burns & Cairns, Vancouver, have dissolved partnership, business continued under the new firm, Burns & Co., with Mr. R.R. Burns continuing as manager.

The Time for Patriotic Pennants.

The Pugh Specialty Co., of Toronto, are showing a splendid line of patriotic pennants and flags during this strenuous war time. They have made special arrangements to ship orders same day as received, and orders for 50 or more can be telegraphed at their expense.

All the pennants are in rich colors in special art press work, all being in patriotic colors.

At the present time there is an enormous sale for everything that is patriotic, and these goods are having a greater sale than anything on the market.

This firm also has a very fine line of patriotic Buttons which sell at 5c. each. This is a ready seller, and we would advise every druggist to get in a stock at once.

The great war which is now raging may possibly last for many months, and these goods may not be so plentiful in two months hence. Get in a supply and push them as your foremost sideline, and you will find them ready sellers with a good margin of profit.

Canadian Made Toys.

The Dominion Toy Manufacturing Co., of Toronto, have greatly increased their facilities to meet the great demand for Unbreakable Character Dolls, stuffed Toy Animals, and other toys.

Since the war broke out, shipments from Germany have been stopped, and naturally there is now a great demand for Canadian made goods. The Dominion Toy Co. have made arrangements to sell their goods at the regular prices as long as the present stock lasts.

Every druggist who intends putting in a stock should do so at once in order to get them at the present prices. These prices will not be guaranteed after October 20th.

Have faith in your house, your customer, your proposition and yourself. This is all you need.

Interesting Facts About Ice Cream

An interesting feature about strawberry ice cream is that it enough berries are used to give the cream the natural berry color, the public will not "foot the bill." To make a good strawberry ice cream, two boxes of berries to ten gallons of cream are all that are necessary. Then add two drops of good, pure vegetable coloring (This instruction is not to be abused.) It would take ten boxes of strawberries to ten gallons of cream to get the true berry color. The following formula will make up a good strawberry ice cream:

Cream, 20 per cent	3 gallons
Good rich milk	2 gallons
Good ice cream powder	6 ounces
Sugar	8 pounds
Fresh crushed strawberries	2 quarts

To this formula the fountain man may add a little red vegetable coloring or a little true fruit strawberry coloring. The cream should not be frozen over ten minutes and the berries should be added two minutes before the batch is drawn off. The berries should have been previously hulled and washed and then pulverized and mixed with about a half-pound of granulated sugar. The pulverizing is often done in a machine, but very good results may be obtained by the fountain man if he will wear rubber gloves and break the berries with his hands.

"There are numerous 'pointers' about the manufacture of ice cream which the fountain operator may do well to observe. For instance, there is no hard and fast rule relative to the amount of sugar which may be used in the manufacture of a batch of ice cream. Two spoonfuls of sugar may seem just right in your morning cup of coffee; three will probably spoil it. Too much sugar may kill the flavor of an ice cream. On the other hand, up to a certain point the addition of sugar will tend to bring up the flavor. Cream containing an excess of sugar takes longer to freeze, but this factor is negligible."

"Ice cream may be kept stored for two weeks if kept hard in a clean place. Before filling, care should be taken that the cans are not only clean, but dry. Pins of ice are bound to form in cans which were damp when filled. These pins in several days become as large as chestnuts and then you have an ice cream which will 'knock' your business.

"Should the speed of the freezer be graduated, starting slow and speeding up when the cream is nearly frozen? For the commercial manufacture of ice cream a uniform speed should be maintained, say, about 152 revolutions a minute, no more, no less. Of course this is impossible for the home manufacture of ice cream—the arm gets tired."

"How many fountain men know the temperature of their ice cream as it comes from the freezer? This was a question shot at me by a visitor at our plant recently. Frankly, I didn't know. Never thought of it before. Right away I began taking observations with the thermometer. I found that the average temperature for the mix as it came from the Thompson freezer was 26 degrees. Above 26 degrees the batch became flaky; below 26 degrees it became too hard. In fact, if the temperature is permitted to drop too low the hardened cream will stop the machine short and the cream will have to be spaded out. This will incur a loss of about three gallons in swell. My conclusion was that if too low a temperature is employed, a loss is incurred both in the amount of swell and in the use of unnecessary refrigeration. It is not necessary to point out that the stopping of the machine means the loss of much time and causes considerable irritation to the operator."

"Icing for freezing is another important factor to be studied. The less salt used the better you are off. There are two grades of salt; No. 1 mineral is the cheapest in the long run, although it is more expensive than No. 2. No. 2 is cheap and course, and twice the quantity of it is required as compared with No. 1. Salt and ice should be mixed in a box on the floor with a scoop shovel. No more than 50 pounds of ice should be employed to freeze ten gallons of cream. To mix the salt, the proportions should be one part No. 1 salt to three of ice, and of No. 2, two of salt to three of ice. No. 1 salt should cost about 73 cents per 140 lb. bag, purchased in 50-bag lots; No. 2, about 69c. Very often half the coarser salt is left over after the freezing process and it cannot be reclaimed. Some of the foregoing facts are new to many druggists. They are well worth remembering.—Baker and Confectioner.

A Seasonable Cough Remedy.

The approach of winter brings, as usual, a stiff demand for Pinex. This excellent cough remedy has been for some years one of the standards found in all drug stores, and in the medicine chest of most families.

It is sold under a wide open guaranty, backed by one of the strongest concerns in the proprietary field. Its advertising policy has always been a very liberal one, but this year the expenditure laid out is larger than ever, giving assurance of a continued demand.

The character of the remedy is even better this year than heretofore. Unlike a good many proprietary concerns dependent upon foreign chemicals for some of their ingredients, the Pinex company did not get caught by the outbreak of the European war. All its materials for a two years supply had been purchased and shipped before the war cloud appeared, so it is in position to supply the demand without interruption, from its distributing points at Ft. Wayne, Ind., Toronto, Canada, and London, England.

LEVER BROS., Limited

Chemically Pure

REFINED GLYCERINE

(MADE IN CANADA)

In Half Ton Drums

and 56 lb. Cans

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☞ ***the one and only*** absolutely uniform and unalterable solution of iron and manganese in the form of true organic peptonates. It is also ***the one and only*** preparation lawfully entitled to be known as "Pepto-Mangan," a valid trademark, which is our exclusive property. We respectfully request the trade to take due notice of these facts.

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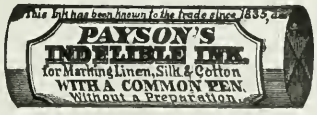
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PAYSON'S
INDELIBLE INK.
for Marking Linen, Silk & Cotton
WITH A COMMON PEN.
Without a Preparation.

THE OLDEST THE BEST

ESTABLISHED 75 YEARS

Always in **YELLOW** and **RED** wrappers

Specially Suitable for the Canadian Climate

BEETHAM'S

La-rola

THIS DAINTY TOILET PREPARATION protects the skin from the effects of Frost, Cold Wind and Hard Water, and prevents Roughness, Redness, Irritation, Chaps, etc. It keeps the skin Soft and White, and adds the charm of youth to the complexion. **It will keep the skin in a perfect condition during the coldest winter**

It is a Perfect Protection to the Skin during All Winter Out-door Exercise and Sports

Sole Makers: M. BEETHAM & SON, Cheltenham, England

(Through Any of the Wholesale Houses

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WHOLESALE buying agencies undertaken for all British and Continental goods, including

Books and Stationery, Boots, Shoes and Leather, Chemicals and Druggists' Sundries, China, Earthenware and Glassware, Cycles, Motor Cars and Accessories, Drapery, Millinery and Piece Goods, Fancy Goods and Perfumery, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Provisions and Oilmen's Stores, etc.

Commission 2½ per cent to 5 per cent Trade Discounts Allowed. Special Quotations on Demand. Sample Cases from $50 upwards. Consignments of Produce Sold on Account.

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25 Abchurch Lane, London, E.C.

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The Martin, Bole & Wynne Co., Lt'd.

Wholesale Drug Merchants and Manufacturing Chemists

Corner of Princess and Market Streets - WINNIPEG, MANITOBA

COMING WEST?

Should you desire to come to the great North-West, either to engage in the drug business for yourself, or to take a position as a clerk, we are able to assist you.

We are constantly in touch with every section of Western Canada, and shall be glad if we can be of service to any one desiring information, as to location, necessary capital, qualifications, etc.

We Usually Know of a number of drug businesses for sale and will be glad to send — **Full Particulars Upon Request.**

—WRITE US—

Business-Opportunity Notices

For Sale, Exchange, Help Wanted, etc., 50c. for 25 words or less; subsequent insertions 25c. Send cash with order.

PARTNER WANTED.

I have land and ranch and want some one to put up cash to buy cattle and start ranch. For particulars apply to Box A., Eckville, Alta.

SITUATION WANTED.

Druggist of long experience will take temporary work as local tenens. Terms moderate. Apply to H. Baldwin, box 234, Sunderland, Ont.

FOR SALE.

Drug business in Western Ontario town. Stock and fixtures $3,800 cash. Annual sales $6,500. Good side line, small expense, in one of best farming districts in Ontario. Box 50, Canadian Druggist.

Two thousand dollars buys interest in one of the best paying drug stores. Good chance for a young man. Manager before long if capable. Best references. Box 312, Nelson, B.C.

Personal.

Mr. Charles E. Matthews, of Chicago, accompanied by Mrs. Matthews, attended the N.W.D.A. Convention at Indianapolis. Mr. and Mrs. Matthews enjoy the acquaintance and friendship of wholesale druggists generally throughout the United States, and have missed but three conventions during the past twenty years.

W. W. Curtis, who calls on the wholesale drug trade in Alabama, Mississippi, Arkansas, Oklahoma, Louisiana and Western Tennessee, followed his usual custom by attending the annual meeting of the National Wholesale Druggists' Association.

Some Improved Formulas for Standard Preparations.

By. Chas. F. Nixon.

AROMATIC ELIXIR, U.S.P. MODIFIED FORMULA.

Take of,

Compound spirits of orange	12 c.c.
Sugar	320 gm.
Purified talcum	30 gm.
Alcohol, sufficient quantity.	
Water, sufficient quantity for	1000 c.c.

Mix the compound spirits of orange with the purified talcum, and add this gradually to a mixture of 240 c.c. of alcohol and 540 c.c. of water, with shaking. Set aside for twenty-four hours and filter, returning the first portion of the filtrate until a clear filtrate is obtained. Wash the filter with sufficient of a mixture of one volume of alcohol and three volumes of water, to make a total filtrate of 790 c.c. In this dissolve the sugar by agitation and add enough of the alcohol mixture to make 1000 c.c.

COMPOUND MENTHOL SPRAY (NEBULA MENTHOLIS COMPOSITA.)

Take of,

Menthol	1. gm.
Camphor	1. gm.
Oil of betula	.5 c.c.
Eucalyptol	.2 c.c.
Oil of cinnamon	.2 c.c.
Liquid petrolatum, q.s.	100. c.c.

Mix and agitate in a bottle until dissolved, and filter if necessary.

COMPOUND SOLUTION OF CRESOL.

Use cottonseed oil instead of linseed oil. Heat gently until it dissolves to clear solution in cold water, or set in a warm place for a week or more.

SYRUP OF HYPOPHOSPHITES AND SYRUP OF HYPOPHOSPHITES COMP.

In both, to make a permanently clear syrup, let stand forty-eight hours and filter, before dissolving the sugar.

To make "cloudy" syrup of hypophosphites

comp. use quinine sulphate instead of the alkaloid, and do not filter. Strain through cloth.

SYRUP OF AMMONIUM HYPOPHOSPHITES.

Take of,

Ammonium hypophosphite	35.	gm.
Hypophosphorous acid	2.	c.c.
Glycerin	200.	c.c.
Sugar	500.	c.c.
Water, q.s. to make	1000	c.c.

Dissolve the ammonium hypophosphite and sugar in 400 c.c. of water, to which the acid has been added, filter, pass through enough water to make 800 c.c. and add the glycerin.

ALKALINE ANTISEPTIC, N F. (RECONSTRUCTED FORMULA)

Take of,

Potassium bicarbonate	32.	gm.
Sodium benzoate	8.	gm.
Sodium borate	32.	gm.
Thymol	.30	gm.
Eucalyptol	.30	c.c.
Oil of peppermint	.30	c.c.
Oil of gaultheria	.60	c.c.
Glycerin	125.	c.c.
Alcohol	60.	c.c.
Cudbear	4.	gm.
Tincture of cardamom	40.	c.c.
Purified talcum	15.	gm.

Mix the aromatics with the talcum. Dissolve salts in water, mix all and let stand 3 days, with occasional shaking, and filter.

COMPOUND DIGESTIVE ELIXER, IMPROVED.

Take of,

Pepsin	15.00	gm.
Hydrochloric acid	1.00	c.c.
Glycerin	200.00	c.c.
Alcohol	200.00	c.c.
Oil of lemon	.50	c.c.
Oil of orange	.50	c.c.
Sugar	150.00	gm.
Cudbear	2.00	gm.
Water, q.s. to make	1000.00	c.c.

Dissolve pepsin in 400 c.c. of water to which the acid has been added. Add sugar, glycerin, alcohol and water q.s. to make 1,000 c.c. Mix the oils and cudbear with the talcum powder and add to the mixture. Let stand two days with occasional shaking and filter.

ELIXIR OF GLYCEROPHOSPHITES COMPOUND

Take of,

Iron glycerophosphite	2.25	gm.
Manganese glycerophosphite	2.25	gm.
Quinine alkaloid	.60	gm.
Strychnine alkaloid	1.15	gm.
Solution of saccharin, N.F.	4.00	c.c.
Glycerin	32.00	c.c.
Solution of caramel (50 p.c.), or tr. cudbear comp. N.F.	3.00	c.c.
Elixir of glycerophosphates, N. F., q.s.	1000.00	c.c.

Mix and filter.

ESSENCE OF PEPSIN.

Take of,

Pepsin	22.00	gm.
Rennin	1.00	gm.
Acid hydrochloric	1.00	c.c.
Oil of orange	.50	c.c.
Oil of lemon	.50	c.c.
Glycerin	200.00	c.c.
Alcohol	200.00	c.c.
Talc	15.00	
Water, q.s.	1000.00	c.c.

Dissolve the pepsin and rennin in 500 c.c. of water to which the acid has been added. Add glycerin, alcohol and water q.s. to make 1000 c.c. Mix oils with the talcum and add to the mixture, let stand several days and filter, without shaking, returning the first portions till a clear filtrate is obtained.

COMPOUND RESORCIN OINTMENT.

Take of,

Resorcinol, U.S.P.	6 parts
Zinc oxide	6 parts
Bismuth subnitrate	6 parts
Oil of cade	12 parts
Anhydrous wool fat	60 parts
Liquid petrolatum	10 parts

Triturate the powders to a smooth paste with the liquid petrolatum, incorporate the anhydrous wool fat and lastly add the oil of cade.

Tincture of Deodorized Opium.

In a paper presented to the Missouri Pharmaceutical Association, O. J. Cloughly offered the following process for the preparation of tincture of deodorized opium:

Granulated opium	100 grams.
Paraffin, q. s.	
Alcohol	200 c.c.
Water, a sufficient quantity.	

Heat 500 c.c. of water to boiling and pour it on the granulated opium contained in a suitable vessel, stirring the mixtures frequently during 24 hours.

Then transfer the mixtures to a percolator, return the first percolate to the percolator until it runs through clear, and when the liquid ceases to drop, continue the percolation with water until the opium is exhausted; concentrate the percolation by evaporation over a water bath until it measures 150 c.c.

Take about 60 grams of paraffin and melt to a liquid and add to the opium while it is still hot and beat the two together for about five minutes, then set aside to cool.

When cool, break a small hole through the paraffin, which will rise to the top, and drain off the opium, which will be completely deodorized. Mix the deodorized liquid so obtained with 600 c.c. of water, filter and add the alcohol, wash the filter with sufficient water to make 1000 c.c.

The Signature of Chas. H. Fletcher. Is on Every Wrapper of

CASTORIA

Jobbers sell less than dozen at $3.00 per dozen.

Jobbers sell 3 dozen or over at $2.80 per dozen

Send for
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Genuine CASTORIA Always

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THE CENTAUR COMPANY
250 WEST BROADWAY, NEW YORK CITY.

Chas. H. Fletcher. President.

The Canadian Druggist

Vol. xxvi | Toronto, November, 1914 | No. 11

LORD KITCHENER
Minister of War

ADMIRAL SIR JOHN JELLICOE

FIELD MARSHALL SIR JOHN FR N

GENERAL-IN-CHIEF JOFFRE

MEN OF THE HOUR

PHARMACY IN GREAT BRITAIN

Improvement in the Drug Market—Free Medicines for Dependents of Soldiers and Sailors—German Patents—Trade Marks—The Winter Session.

I need hardly say that the war continues to be the main subject of thought and topic of conversation. There is, however, a much healthier tone in the business world, and the drug and chemical market has begun to show very distinct signs of having recovered from the depression which had prevailed since the beginning of the war. In some branches in fact the improvement is remarkable, and the prices of some of the drugs, the stocks of which had threatened to run out almost completely, have actually been reduced. This is largely due to the fact that supplies are constantly coming in from neutral countries, but it seems not improbable that in a few cases at least holders had underestimated their stocks, while salicylic acid, salicylates and acetyl salicylic acid are now being produced in this country. At any rate the possibility of a general famine in drugs now appears to be exceedingly remote, although in a few instances there is a pronounced scarcity. Of course synthetic drugs and fine chemicals of German origin are getting scarcer and dearer, but citric acid, tartaric acid, cream of tartar, essence of lemon, bromides, cocaine and menthol are all cheaper than they were a few weeks ago, and a number of commonly prescribed drugs are quoted at prices which are not substantially above the normal figures. On the other hand, the medicinal preparations of mercury have advanced in sympathy with the increased value of quick silver, and several other drugs have a further tendency. The fact that the periodical public drug sales in Mincing Lane have been resumed for the first time since the outbreak of the war is further evidence that the confidence in the drug market has been restored.

* * * * *

The thousands of pharmacists who cannot respond to the call to arms are anxious to do something for their country, and they are doing their best to see that the dependents of the men who have gone off to the war are well looked after at home. A scheme has been devised for providing medical attendance, with medicine and appliances, to those dependents of soldiers and sailors serving with the colors whose circumstances are such as to render them not unsuitable recipients. The scheme originated in an offer made by the British Medical Association and the Pharmaceutical Society who recently informed the Government that in view of the marked desire shown by medical men and pharmacists throughout the country to help in the present crisis, they felt justified in promising the co operation of their professions in a scheme for providing medical attendance without charge, and medicine and appliances at cost price. This generous offer has been accepted by the Government, who fully recognize the magnitude of the sacrifice which it will entail on the two professions and the expenditure and labor involved on the part of the British Medical Association and the Pharmaceutical Society. The executive committee of the Prince of Wales' Fund have decided to defray the cost of medicines and appliances supplied in connection with the scheme so that the benefits of the scheme will be available entirely free of cost to those for whom they are intended. The Central Committee for the prevention and relief of distress have set up a special sub-committee to bring the scheme into operation on a properly organized and comprehensive basis ; it includes representatives of the British Medical Association and of the Pharmaceutical Society and also of the National Health Insurance Commission, a department whose experience will be helpful in bringing the scheme into operation. The scheme in outline is as follows :—(1) The person requiring medical assistance will apply to the Local Relief Committee. (2) On that Committee being satisfied that the person is dependent on someone serving with the colors, and is a suitable recipient of the benefits of the service, he or she will be supplied with a voucher which will be accepted by all doctors and chemists on the lists as evidence of bona fides. (3) The voucher will be in the form of a booklet having leaves (perforated) for prescriptions. Prescriptions on other forms cannot be accepted by the chemists. (4) The pharmacists will tear out the prescription and will send them at weekly intervals to the officers of the Pharmaceutical Society where they will be priced and checked free of cost. The pharmacist will thus be relieved of the trouble of pricing the prescriptions. Payment will be made weekly or monthly out of the Prince of Wales' Fund for prescriptions supplied in conformity with the provisions of the scheme. (5) The book will instruct the patients that they should go to their usual chemist if he is on the list, or, if he is not, to the chemist on the list nearest to them. The pharmacists have undertaken to supply drugs and appliances at cost price without dispensing fees.

* * * * *

A large number of applications by British firms to use German and Austrian patents and

Try These New Ones for Xmas

An Assortment "Entirely Different"

AS the name indicates, this is a package, original in design and contents. The box itself and all trimmings are a duotone in tan and brown. A commanding Dollar line.

$8.00 Dozen

Fussy Assortment

"A Matter of Good Taste"

Contains Creamed Fruits, Nuts and Chocolates

Unique both inside and outside. Blue and white package of most impressive size.

Outstanding value as an eighty-cent package or a generous profit Dollar line.

$6.60 dozen, East
$7.50 dozen, West

SEND US AN ORDER for a trial assortment of these lines and we will send them to you prepaid, accompanied by novel holiday window dressing, some bearing our name and some of Xmas floral and fire-place design, together with cards, posters and flyers.

A POST CARD WILL DO IT!

The Pink Package Assorted Centres

A Real Beauty

to sell at 50c East and 60c West. Well assorted contents of the usual high Patterson quality. Possesses the three great elements of Salability, Goodness, Beauty and Size. One pound net.

$4.00 dozen, East
$4.25 dozen, West

Patterson's TORONTO CHOCOLATES

Trade Marks have been heard by the Patent Court but up to the present no decisions have been announced. The Comptroller General of Patents has made it quite clear, however, that applicants must demonstrate that it is in the general interests of the country, or of a section of the community, or of a trade, that the article in respect of which the license is claimed should be manufactured, or that the process should be carried on, and that the general principle by which the court is guided is that, unless it were proved to be in the public interest, the Court could not recommend the Board of Trade to transfer to other businesses device trade marks which were known to be associated with foreign firms. The object of the new Act is not to confiscate anyone's property, but to enable business in this country to go on, which would not always be possible without the suspension of patents or trade marks. It is also understood that if a license to use the patent is granted to an applicant he will have to pay a royalty to the patentee both during and after the war, and the Court will keep some control over the price at which the article should be sold. In fact it is not an easy matter to secure the right to work a German patent or use a German trade mark. Up to the present the patents and trade marks for the use of which applications have been made, include the following:—"Salvarsan, "Urotropine," "Styptic in," "Heroin," "Aspirin," "Formamint," "Sanatogen," "Pebecol," "No. 4711," "Lysol," "Adurol," "Glycin," "Metol," and "Perolin." For some of these there are several applicants, but the Lysol trade marks seems to be the one most coveted.

* * * * *

The winter session which has just been opened is bound to be a dull one, and there are not likely to be many social functions which at normal times form such an important feature in the programmes of Pharmaceutical Associations. The 73rd session of the School of Pharmacy was opened with the usual ceremony, and it appears that notwithstanding that sixteen students have enlisted, all the benches in the laboratory are occupied. The inaugural address was delivered by Dr. Lauriston E. Shaw, a well-known Harley street practitioner and medical educationist. In addressing the students he said, "To not a few of you it must have been difficult to decide whether the path of duty lay in offering your services to your country as combatants or in following the less vital, but none the less highly important, function of preparing yourselves to take an active part in the nation's never-ending fight against sickness and suffering. Fortunately our country's island position enables us, nay, compels us, in such a crisis as has now arisen to occupy large numbers of our able-bodied male population in active pursuits other than direct physical resistance to our foes. While this is so it is perhaps only natural that one like myself, whose whole life has been engaged in the twin occupations of fighting disease and educating others to carry on the fight, should regard the work of such a college as this as amongst the most important alternative activities to which men can, with an absolutely clear conscience, devote themselves, as soon as it is certain that the immediate needs of the recruiting of our navy and army are satisfied. Looked at more closely, indeed, the work of your College, in common with that of all schools of medicine and nursing, and of all teaching hospitals, is not alternative to the great work of defending by force of arms our nationality and our national honor, but is strictly supplementary to it. The full power of our navy and army cannot possibly be maintained without an efficient medical service, including a pharmaceutical department. Any cessation, however temporary, of the process of turning out a constant succession of men qualified by knowledge and high character to minister in all departments to the medical and surgical needs of the nation, and especially of that part of it which is engaged in actual warfare, could not but, in the end, be the nation's undoing." He then proceeded to deliver a very inspiring address. The School of Pharmacy has suffered a loss by the resignation of Prof. A. W. Crossley, F.R.S., who has been appointed to a high post in London University; in his place the Council of the Pharmaceutical Society has appointed Prof. H.L. Smith, who is likely to fill the position very capably.

Effectiveness demands a mind unencumbered with the useless and confusing; a mind, like a battleship, must be stripped for action. The dilettante mind is ineffective because encumbered with so much that is unserviceable. Action is impeded, directness of purpose is lost.—Herbert Edward Law.

MADE IN CANADA

Caustic Soda 75-76-77%

Bleaching Powder 35-37%

WINDSOR BRAND

The Canadian Salt Co., Limited

WINDSOR - ONTARIO

THE NICHOLS CHEMICAL CO., Limited

(Selling Agents for Canada)

ALL-BRITISH CHEMICALS

Every package labeled

"Manufactured by HOWARDS & SONS, Limited"

contains products made ENTIRELY at Howards' British factories in England, by British labor and with British capital.

SUPPORT GENUINE BRITISH INDUSTRY

Specify :

Howards' Acid Boric
Howards' Bismuth Salts
Howards' Mercurials
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Howards' Iodides
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Howards' Citrates
and
Howards' Quinine

DON'T FORGET THAT HOWARDS ARE THE ONLY MAKERS OF QUININE SULPH. IN GREAT BRITAIN

A large assortment of Howards' Products are always in depot with the Lyman Houses.

To Develop the Manufacture of Chemicals in Canada.

The Canadian section of the Society of Chemical Industry gathered at the Engineers' Club listened to a plea presented by T. H. Wardleworth, of Montreal, for a closer co-ordination between the Government and educational institutions, and between the manufacturer and technical chemist as a means of advancing chemical industry in Canada. This had been the tendency in Germany, the speaker said.

"No nation has been able to compete against the scientifically managed industries of Germany, many of the most important of which were originally instituted in England, France or the United States," said Mr. Wardleworth at the outset of his address. "No other country can boast," he continued, "of a single business combination comprising three firms, the chemical factories of Elverfeld, Ludwigshafen and Treptow—which employs over seven hundred qualified chemists."

Military discipline, remarked Mr. Wardleworth, had made the German people trustworthy machines. We ought not, he said, to depend for the advancement of industry upon abrogated German patents, but should seek to develop the abundant fields of natural resources within the country wherever possible, even in a small way. He asked why the multitudinous products of Canadian mines should not be refined here.

Peroxide of barium, graphite, phosphoric acid, various phosphates, phosphides and hypophosphites, glacial acetic acid, and potash were products which Mr. Wardleworth urged making in Canada.

This country, he said, should enjoy the entrance of free alcohol for technical purposes. As a result of the refusal of the British Government to admit alcohol free to the dye industries of England, Britain had lost the valuable aniline dye business to Germany.

"It's An Ill Wind."

Many of the manufacturing chemists in the United States and Canada have been circularizing the trade during the past month or six weeks regarding the prices of crude drugs, etc. Among these is the firm of Lloyd Brothers, of Cincinnati, who have sent out a very neat post card, part of which is reproduced on this page.

Printers are busy these days owing to the great volume of printing created by the many changes in prices. The extraordinary amount of advertising matter required to explain the situation in regard to so many products affected by the war has kept many firms busy during the past few weeks.

BUY HARD BOILED CONFECTIONS

MADE - IN - CANADA.

You can stop the annual leakage of over $1,500,000.00 of good Canadian Cash into Foreign Markets by insisting on **Canadian Made Confectionery** alone.

Specify Robert Watson Company's Imperial Quality "R. W." Fruit Drops in 5 lb. bottles next time you order.

Your Jobber or Wholesaler has them, or will be pleased to get them for you in the following flavors:

Strawberry, Raspberry, Lime Fruit, Orange, Lemon, Pineapple, Black Currant, Mixed Fruit, Chocolate, Acidulated Drops, Horehound Tablets, Horehound Drops, Menthol Pink Drops, Menthol Cough Drops, Paragoric Cough Drops, Black Cough Crops, and Cream Toffee.

We guarantee these to be not only as good as imported lines in appearance, flavor, quality and consistency, but decidedly better—better because made of home materials, at home, by fellow Canadians.

When you buy Watsons "R. W." Confections you buy the best made. You just pay for the goods, the bottles we take back. They cost less than imported goods, and give you a better profit. They are instantly replacing imported goods wherever introduced. It is not necessary for you to order large quantities six months in advance, we make prompt shipments. Place a trial order. You will be an enthusiastic "Canada First" Booster the minute you set your eyes on these confections.

1874 ——— **Canada's Best for Forty Years** ——— 1914

MADE ONLY BY

ROBERT WATSON COMPANY

Makers of the Famous "R. W." Cough Drops.

363-369 Sorauren Avenue, - - - - TORONTO, CANADA

Make Your Store More Popular

with the men by handling the finest lines of cigarettes like

FATIMA

TURKISH BLEND

CIGARETTES

Distinctive in blend, flavor and package

20 FOR 25C

Handled by the Wholesale Trade.

Y & S STICK LICORICE

NOW PACKED IN INDIVIDUAL 5 cent BOXES

WE MAKE EVERYTHING IN LICORICE

Lozenges, Pellets Wafers, Mass Licorice, Powdered Extract Etc., Etc., FOR THE DRUG TRADE

Made Solely by

NATIONAL LICORICE COMPANY

MONTREAL

Formulary

Shoe Polishes.

FRENCH SHOE DRESSING.

Logwood	8 ozs.
Vinegar	32 ozs.
Potassium Dichromate	½ oz.

Boil and strain while hot into the following mixture, previously prepared :

Gelatin	4 drs.
Tragacanth	4 drs.
Glycerin	4 drs.
Water	16 ozs.

The latter should be soaked over night, heated in the morning to dissolve, and strained with pressure. After the logwood and glue mixtures are combined, put indigo, 2 drams, into a large mortar, triturate and slowly incorporate the mixture with it. Put up the dressing in wide mouthed bottles, with a stubby brush or sponge in the cork.

As a dressing for black patent leather shoes, the following is recommended :

Oil of Lavender	½ oz.
Oil of Turpentine	½ oz.
White wax	6 drs.
Olive oil	2 ozs.

Melt the wax with olive oil by aid of gentle heat, add the oil of turpentine and, when nearly cold, the oil of lavender.

White cream for patent leather is a saleable sundry, which can be made with :

Beeswax	2 ozs.
Castile soap	2 ozs.
Turpentine	5 ozs.
Water	5 ozs.

The wax and soap are to be well mixed with the turpentine, and allowed to stand twenty-four hours after which the water (boiling) is added, and the whole thoroughly mixed. This is a good furniture cream, as well as a boot cream, and could be advertised in its double capacity.—Monthly magazine.

TURPENTINE PASTE POLISH.

Japan wax	250 parts
Ceresin	250 parts
Oil of turpentine	900 parts
Nigrosin (oil-soluble)	5 parts

Melt the waxes on a water bath ; remove from the heat ; and add the oil of turpentine, with which the color has been mixed.

LIQUID POLISH.

Indigo	2 drams
Tragacanth	2 drams
Glue	4 ounces
Logwood	8 ounces
Glycerin	3 ounces
Water	1 pint
Diluted acetic acid	2 pints

Boil, all together, and strain.

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MADE - IN - CANADA.

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1874 —— **Canada's Best for Forty Years** —— 1914

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ROBERT WATSON & COMPANY

Makers of the Famous "Reo" Cough Drops.

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Optical Department

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OPTICAL ABBREVIATIONS.

Meter	M.
Centimetre	c.m.
Millimetre	m.m.
Accommodation	Ac.
Age	Aet.
Ametropia	Am.
Anisometropia	An.
Asthenopia	Ast.
Astigmatism	As.
Axis	Ax.
Centigrade	C.
Concave or negative	Cc. or —
Convex or positive	Cx or +
Cylinder	Cyl.
Diopter	D.
Double Convex	D. Cx.
Double Concave	D. Cc.
Toric	Tc.
Distant Test	D. T.
Emmetropia	E. or Em.
Hypermetropia	H. or Hy.
Myopia	M. or My.
Nasal	N.
Naked Vision	Nv.
Both Eyes (Oculi Unati)	O.U.
Right Eye (Oculus Dexter)	O.D.
Left Eye (Oculus Sinister)	O.S.
Presbyopia	Pb.
Periscopic Convex.	P. Cx.
Periscopic Concave	P. Cc.
Interpupillary Distance	P.D.
Plano	Pl.
Near point (punctum proximum)	p.p.
Far point (punctum remotum)	p.r.
Prism	pr.
Reading Test	R.T.
Strabismus (Squint)	Sb.
Spherical	Sph.
Temporal	T.
Type	Ty.
Vision	V.
Visual Acuteness	V. A.
Working Point	W.P.
Plus or Positive	+
Minus or Negative	—
Combined with	~
At right angles	L
The degree	°
Line (1-12 of an inch)	'
Divided by	÷
Multiplied by	×
Milliampere	Ma.
Ampere	A.
Volt	Vt.
Resistance	R.
Ohm	O.
Sinusaidal	Sn.
Faradic	F.
Galvanic	G.
Static	St.
Constant	Con.
Interrupted	Int.
Vacuum	Vc.
Hyperophoria	Hf.
Hypertropia	Ht.
Catophoria	Cf.
Catatropia	Cft.
Exophoria	Ex.
Exotropia	Ext.
Esophoria	Es.
Esotropia	Est.
Cyclophoria	Cf.
Cyclotropia	Cft.
Abduction	Ab.
Adduction	Ad.
Circumduction	Cd.
Chromatic	Ch.
Vibratory	Vb.
Prism Diopter	Δ
Equal to	=
Infinity	∞
Prescription	Rx.
Alternated mode	Alt.
Cataphoresis	Cat.
Electrode	Elt.
Fulguration	Ful.
Hight Frequency	H.F.
Primary faradic mode	Prm.
Secondary faradic mode	Sec.
Orthophorotonic	Ort.
Leucodescent	Lc.

DEFINITIONS.

OPTICIAN.—A person skilled in the manufacture of optical instruments, and who understands the science of physics, transmission of light, laws of refraction, reflection and the phenomena of vision; one capable of subjectively fitting the eye and dispensing optical prescriptions.

REFRACTIONIST.— One who understands the formation and manufacture of lenses for the use of scientific instruments and the correction of defective sight. He can examine and fit the human eye by objective and subjective means, prescribe for optical defects, and dispense optical prescriptions; one learned in the optical science.

OPTOMETRIST. — A skilled Optometrist, one who measures the eye's refraction. One who is proficient in the science and art of employing various methods of measuring the optical state of the eye, and correcting the same by means of glasses or lenses. One who is a refractionist, and has also a knowledge of the diseases of the eye and its appendages. He can diagnose diseases in some cases, and his high optical skill is valuable in coping with difficult defects of sight.

OPHTHALMOLOGIST. — One who has thoroughly studied the eye and its diseases, and is capable of treating the same. One familiar with the Anatomy, Physiology and Pathology of the human eye. One who has graduated in Opnthalmology and has taken the degree of Opnthalmology. The Opnthalmologist of to-day is recognized as the greatest authority on diseases of the eye, and most capable to cope with affections of the same. He generally treats without drugs or knife, obtaining great relief and permanent cures by new, improved and scientific methods.

OCULIST.— A Physician and Surgeon who has received the degree "Doctor of Medicine" and makes a specialty of treating the eye and its diseases, medically or surgically.

TRADESMAN.— One who deals in the art of buying, selling or exchanging commodities.

PROFESSION signifies a calling in which an extended training is required in the acquisition of knowledge. It implies a measure of learning whereby the per-

We Do Not Consider Dr. Chase's Medicines Sold Until We Send the Customer To Your Store

NO one knows better than you do, Mr. Druggist, what a lot of preparations are placed on the market with the idea that the great public is waiting to buy even though these articles are unknown and untried.

With the low price appeal or by the use of certain influence the druggist is prevailed upon to load up with the goods, and left to dispose of them as best he can.

Usually some advertising is done to begin with, but for one reason or another this support fails and where is there a drug store but contains in "dead stock" mute but conclusive evidence of loss to the druggist from this source?

Now we do not consider Dr. Chase's medicines sold until we send the customer to your store. By the constant and persistent use of all the leading newspapers, by the distribution of attractive booklets and by the annual mailing of Dr. Chase's Almanac into practically every home in this great Dominion, we are reminding every resident of the country that Dr. Chase's medicines are for sale at your store, and thereby sending them to you to buy these medicines.

This advertising is not done in a spasmodic way, but is continued year in and year out until Dr. Chase's medicines are almost as staple as wheat and worth their full cost on any market.

This month we begin the Annual Mailing of Dr. Chase's Almanac, and want to remind you of it so that you will be stocked with these goods and ready to supply the demand which is sure to result from this advertising.

EDMANSON, BATES & Co., Limited

Proprietors Dr. A. W. Chase's Medicines

DR. CHASE BUILDING - TORONTO, CANADA.

son receiving advice or services obtains the benefit of superior skill and mature judgment.

ORIGIN OF EYEGLASSES.

This was known to the Chinese as a help to failing sight in old age, long before its advent to the western European Nations, or those west of the Caucasus mountains between Europe and Asia. Lenses or spectacles were also used by a few persons during the time of the Roman Empire, long before the time of Roger Bacon, which is only some six hundred years ago, when we get the first recent mention of glasses being used. They were then used for the presbyoptic, or old age, condition of the eye. The real refractive errors have only been known and recognized by those expert in its examination for a period of about fifty to sixty years; even to the present day we deplore the fact that the average optician, spectacle fitter, surgeon and physician knows very little about the refractive errors and formation of the eye.

ANATOMY OF THE EYE.

SITUATION.—The eye is situated in a bony conical shaped opening in the anterior and upper portion or superior part of the skull. It (the orbit) is funnicular in shape with an opening in the posterior or apex, and which is called a fossae or foramen, through which the nerves, muscles and blood vessels for the eye enter. This bony socket is composed of seven bones of the skull, the frontal, the ethmoid, the sphenoid, the lachrymal, the superior maxillary, the molar or cheek bone, the palatal or roof of the mouth. In order that the eye may not be hurt in any way, this bony orbit or socket is heavily lined with fatty tissue and blood vessels, so that in the event of it being struck, unless it is with some extreme force, the eyeball itself may remain uninjured. It is also protected by the external muscles, or extrinsic muscles of the eye, as they are sometimes called; also by the lymphatic or nourishment supply of the eye and the palpebra or eyelids.

The eye measures in diameter from 23 to 24 m.m.; it is spherical in shape and practically formed of a larger and a smaller sphere in the form of the smaller being only a sigment attached to the anterior portion of the eye. The eye is composed exteriorly of three layers or coats.

SCLEROTIC, or white of the eye, to which is attached the cornea or transparent sigment which forms the most anterior portion of the eye, and which is absolutely transparent, and forms the window whereby the light enters the eye.

CHOROID, or second coat, like the sclerotic, covers the posterior portion of the eye.

RETINA, or third coat, the innermost layer of the protective coats, covers the posterior portion of the eye and is carried a little forward of the equator or center of the eye.

INTERIOR. — The interior of the eye is divided into two distinct parts: the anterior chambers and the posterior chambers, being divided by the iris or colored membrane which hangs at the junction of the sclerotic and the cornea, in which there is a circular opening, which is dilated or contracted according to the amount of light required to enter the eye; this circular opening being termed the pupil.

ANTERIOR. — The Anterior chamber is filled with a clear, limpid liquid, called aqueous humor, which is continually being supplied and changed; being drained away by minute canal. Immediately behind the iris is found the lens, which is suspended by fine threadlike ligaments and enclosed in a capsule called the lens capsule. This fits into a depression in the vitreous humor which is contained in a capsule and is of the consistency of the white of an egg. The peculiarity of this humor being that, unlike the aqueous, which, if lost by accident or operation, is replaced, this humour, if destroyed, is never replaced, and the eye collapses.

EXTERNAL. — The external part of the eye has four muscles attached to it, the extrinsic muscles. They are superior and inferior recti, and the external and internal recti, to which are added two muscles, called the superior and inferior oblique muscles, which roll the eye.

THE SCLEROTIC AND CORNEA.

THE CORNEA. — Where the sclerotic joins the cornea is called the limbus. The cornea is the most anterior, horny, transparent portion of the eyeball in the form of a sharper curve joining the sclerotic (outer coat) at the limbus. It is absolutely transparent, being as a window whereby the light enters the eye. The thickness is the same as that of the sclerotic, 1 m.m. It is composed of five layers of tissue, each of which has its own particular designation. The most anterior limiting layer is called epithelium. The second layer is a membrane of bone; a dense heavy membrane which maintains the shape of the cornea. The third is the cornea proper. The fourth or posterior limiting layer is called the "membrane decimet." The fifth layer is called the endothelium.

The radius of the curvature of the anterior surface of the cornea is 7.8 m.m. The curvature of the posterior surface is 6 m.m. The cornea is perfectly transparent and is well supplied with nerves, but there is one peculiarity about it, it contains no blood vessels whatever, all of them terminating in loops at its circumference or limbus. The way to remember the membranes of the cornea is as follows: Every body calls Dutchie easy, Epithelium, Bonus Membrane, Cornea Proper, membrane of Decimet, Endothelium.

SCLEROTIC COAT OR WHITE OF EYE.

THE SCLEROTIC coat is the outermost layer of the eyeball, of an extremely tough fibrous tissue, a dense white opaque color. It gives the shape to the eye,

THE DRUGGISTS

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know who their FRIENDS are.

They remember that

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It doesn't pay to give the customer any thing but Dr. Pierce's medicines when called for.
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and also forms a protective coat for the delicate interior. It covers the posterior to 5-6 of the eye, the remaining 1-6 being taken off by the cornea in front. It has two principal openings, that taken up by the cornea in front, and a smaller one to the rear.

Near the posterior pole and a little to the nasal side, is a sieve like disc known as the "lamina cribrossa," through the introduction or opening of which the fibres of the optic nerve enter the eye. The sclerotic is thicker at this point, gradually growing thinner as it approaches the equator or medium line of the eye; again becoming thicker where it joins the cornea at limbus. At the inner angle, where the sclerotic and cornea join, also the iris, which is called the "angle of filteration," there are a number of cone-like openings or spaces fontana. It is through these openings that the aqueous humour of the eye is drained away and passed into canal or schlemm, which is a circular canal running around the periphery of the cornea, at its junction with the sclerotic, but entirely within the cornea. The aqueous passes from this canal into the ciliary veins.

THE CHOROID OR SECOND COAT.

THE CHOROID is the second coat, and is composed of the iris, the ciliary body (thickened where iris and choroid join), and the choroid. It covers 5-6 of the eye, and has an opening in its anterior portion at the iris, known as the pupil of the eye. Through this coat the eye obtains its blood and nerve supply, principally. This tunic also supplies, in the iris part, the pigmentum nigrum, or black pigment, which absorbs the light. It is also said to nourish the retina, the ciliary body and the vitreous. The ciliary muscles are contained in the ciliary body, and are used for the accommodation of the eye.

THE IRIS.

THE IRIS is taken from the word "rainbow," on account of the different colors found in it. It is one of the most sensitive parts of the eye. The iris is a circular, flattened disc-shaped diaphragm, situated behind the cornea, in front of the crystalline lens and bathed by the aqueous humour. It is hung at the most anterior edge of the second coat or tunic of the eye, and is formed of two distinct sets of the nonstriated or involuntary muscles, by the action of which it is dilated or contracted. This is the centre of light control, and by its action controls the amount of light that is allowed to fall upon the retina, in identically the same manner as a diaphramatic curtain controls the amount of light that the photographer allows to fall upon the plate in the camera. The iris is located at the limbus and immediately anterior to the crystalline lens; the opening of the iris or pupil, being exactly in front of it. The predominating color of the iris regulates the color of the eye. The color of the eye has nothing whatever to do with the acuity of the sight, as is supposed by some people.

The action of the iris is controlled by two sets of involuntary muscles: the longitude or "dilator" muscles, set longitudinally through the curtain or iris, and by the contraction of which the pupil is enlarged and more light allowed to enter. The "circular" or sphincter muscles are formed in rings around the iris, and by the contraction of these muscles the pupil is contracted and less light is allowed to enter, but the object is more accentuated when the image falls upon the retina.

THE RETINA.

THE RETINA or third tunic of the eye is a thin, perfectly clear membrane, which is quite transparent. Unlike the sclerotic and choroid, it does not extend to cover the anterior 5-6 of the eye, but ends in a serrated edge a little in front of the equator. This saw-like edge is called "ora serrata." The retina is really composed of a net work of nerves arranged in ten layers. The uppermost, or most anterior, is a layer of nerve fibres, proceeding from the optic nerve. The fibres are made up of rods and cones. Sight is the effect of the vibrations of these rods and cones carried to the brain. The fibres pass through the limbi (lamina) cribrossa, and immediately after passing through the optic disc, or lamina cribrossa, they branch out in every direction and flatten out more and more as they approach the front of the eye.

The retina, unlike the former coats, is only attached to the eyeball in two places, one of which is the lamina cribrossa, or optic disc, and the other at its most anterior edge, ora serrata. It is not attached to the choroid at all, simply lying upon it.

THE MOST SENSITIVE part of the eye is called "the yellow spot" or the macula lutea, which is to be found a little to the temporal side of the optic nerve. The functions of the retina are to receive the impressions of the waves of light and transmit them by means of the optic nerve to the brain. The eye is the only organ of the body which has a direct connection with both sides of the brain. The right side of the eye is connected with the right side of the brain, and the left side with the left hemisphere of the brain. The place where the optic nerves from each eye meet, separate and cross, is called the commissure of chiasma.

THE SPACE between the iris and the cornea is termed the "anterior chamber," and the chamber between the iris and the crystalline lens is called the posterior chamber. Both of the chambers are filled with a transparent, waterous fluid, called aqueous humour, which is being continually exuded from the ciliary processes by a process known as osmosis infiltration. The amount is continually regulated by the drainage system of the eye by means of the spaces of the fontana and canal (schlemm canal).

★ Photography ★

Practical Paragraphs for Amateur Photographers Gathered from the Best Photographic Journals.

FOCUSSING VERY DARK OBJECTS.

It will sometimes happen that, although the camera has a focussing screen and there is a good opaque focussing cloth, the image is too dark for sufficient to be seen on the screen to allow the focussing to be carried out. In such a case it is often possible to see to focus by placing a lighted candle or match at the nearest point which is to be sharp and then moving it to the furthest point, focussing in each case the image of the flame.

Of course with a hand camera fitted with a focussing scale this may be used; but whenever it is at all practicable it is better to focus with the ground-glass, as the image on it can be seen, in all its various parts, and the actual effect of any operation of focus can be seen. All focussing, it may be repeated, is a matter of compromise. Near and distant objects cannot be in exact focus at the same time. All that the photographer can do is to use a stop small enough to make the image of one object seem as sharp as that of the other; and, in doing this, not to use a smaller stop than the particular subject requires.

A CAUSE OF FOG.

The vast majority of lenses are now fitted with diaphragms of the iris type, but many of the older ones still in use have Waterhouse stops, plates of metal which are inserted in a slit made for the purpose in the mount of the lens. When one of these lenses is used, it is well to remember that if no stop at all is inserted the slot should be covered over in some way before the shutter of the slide is drawn. An elastic band slipped over the mount will answer the purpose. Old hands know that when this was not done, there was a great risk of the light entering the slot being reflected on to the plate and fogging it; this was especially likely to occur if the interval between drawing the shutter of the dark slide and making the exposure, if it was a long one.

TO MAKE CORK IMPERVIOUS TO SOLUTIONS.

Mittheilungen gives the following method for rendering ordinary corks immune to attacks of acids and other corroding chemicals.

The cork is first well dried and irregularities removed with file or sandpaper. It is then soaked for 15 to 20 minutes in the following bath:—

Water	8 oz.
Glycerine	1 oz.
Gelatine	90 gr.

At a temperature of about 120 degrees, it is next removed to cold water, rinsed and thoroughly dried and finally dipped into a mixture of paraffin, 40 parts; vaseline, 10 parts. This mixture should be heated only to a degree sufficient to keep it fluid. Be careful not to overheat the paraffin, as it is liable to become brittle and scaly on cooling. The corks so treated are not only acid proof, but also not liable to attract moisture or dust.

PROTECTION FOR SORE FINGERS.

An effective temporary protection for cuts or abrasions of the skin when working with strong chemicals is given by sealing over the places with melted paraffin. This may be done almost painlessly by slightly heating a small knife blade and using it like a soldering iron, or more as a plumber "wipes" a joint in lead pipe.

Blue glass, such as can easily be obtained from any glazier, will be found very useful by those who find that they are apt to be misled as to the appearance of the subject when it is translated into the monochrome of a photograph. A view seen through a piece of blue glass is deprived of most of its color effect, and so is much more like what it will be in the print.

Stinginess in the matter of the developer is a fertile cause of markings on the negatives, for which there is no remedy whatever. Enough liquid should be used to make it quite easy to flood the plate in one smooth sweep.

Buntin, Gillies' New Goods.

Among new articles being shown by Buntin, Gillies & Co., Limited, Hamilton, are two lines of white tissue neatly done up in ten and fifteen cent packages. These will save the dealer time and trouble, especially during the holiday season, and will reach the customer in a cleaner and more attractive condition. Another item worthy of mention is a new British Flag Napkin for which there is sure to be a big demand.

Of course you have heard of a woman who was 'speechless with rage,' but did you ever see one?

The man who is made unhappy because the other fellow got the office he wanted, is apt to pose as a reformer.

Making the Window Display Say Something.

A window trimmer had put the finishing touches on a very artistic and attractive window display, and, as was his custom, called the Boss to give it the final "Okay."

After viewing the window from several angles and distances, the Boss said: "Young man, that window is pretty, it is altogether charming, but —what is it all about?

"You have a fine display of merchandise there and you have your window nicely spotted with color to arrest attention, but after you get the people's attention what is going to make them buy except their own desires?

"A window display can be likened to an illustration in our advertising," proceeded the Boss, warming up to the subject, "which attracts attention, but needs text matter to make its use profitable.

"Right there, my son, is the fault of this window display—of most window displays, in fact — those of other merchants as well as of ours. They don't contain enough reading matter—don't make use of the attention they have won, to put over a good selling punch.

"Take this window, for instance; all that it needs is a large card, neatly lettered, with thirty or forty well chosen words describing the advantages of the commodity to make it of real selling value.

"Another small card inviting the people into the store to see the demonstration would add further to its selling strength.

"Nine out of ten window displays could be greatly increased in selling efficiency with the addition of one or two neatly lettered cards relative to the goods on display," continued the Boss.

"Will people read the cards?" inquired the Window Trimmer.

The Boss answered this query with another:— "Do you know how many words the average person ordinarily reads in a minute? Between two and three hundred. From this you can understand that a show card of thirty or forty words would be read at a glance. Of course people will read your show cards."—Printer's Ink.

All-British Chemicals.

Every chemist in Canada knows that the name "Howards" on every package of chemicals stands for Purity and Excellence, and are certain to meet the requirements of the physician in every particular.

Howards' Quinine (the only quinine made in Great Britain), has always held the lead, and as with the staple article so it is with all the products of Howards & Sons, Limited, Chemical Works, "Made in Britain" and sold all over the world.

Are We Downhearted?

NO! There is no need to be downhearted, no matter how serious your trouble is. If you will follow out the instructions given you with Mrs. Summers' famous Combined Home Treatment.

The following lines should be laid in stock at once. The cold winter months will bring you customers. If you are not fully prepared with a good stock Cerate Ointment, Headache Remedy, you will be downhearted. Send in your order at once.

Opaline Suppositories
Headache Remedy
Bed-wetting Remedy
Antiseptic Powder
Cerate Ointment
Piles Remedy

Vanderhoof & Co. Limited

WINDSOR ONTARIO

THE NEW NON-ROLLING ROUND NURSING BOTTLE

"IT" STANDS GOOD. "IT" LIES QUIET.

It is made in beautiful white flint glass, is handsome, and sells. Canadian trade supplied by the Richards Glass Co., Toronto, Canada, and lettered with your name if desired.

T. C. WHEATON CO.

Expert Bottle Blowers

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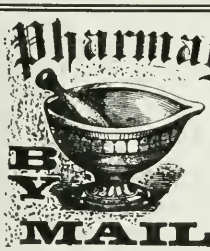

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LISTEN!! OUR STAFF DOCTORS conduct a demonstration at your store, and advertise it far and wide. Bring Eye Sufferers and Optical Buyers. Teach you the sure safe methods, without loss of a single day. Build an optical practice worth thousands, which you are enabled to carry on.

WRITE TO-DAY. THIS SEASON'S BOOKING NEARLY COMPLETE.

ROYAL COLLEGE OF SCIENCE

ROYAL COLLEGE OF SCIENCE, West Queen St., TORONTO, CANADA

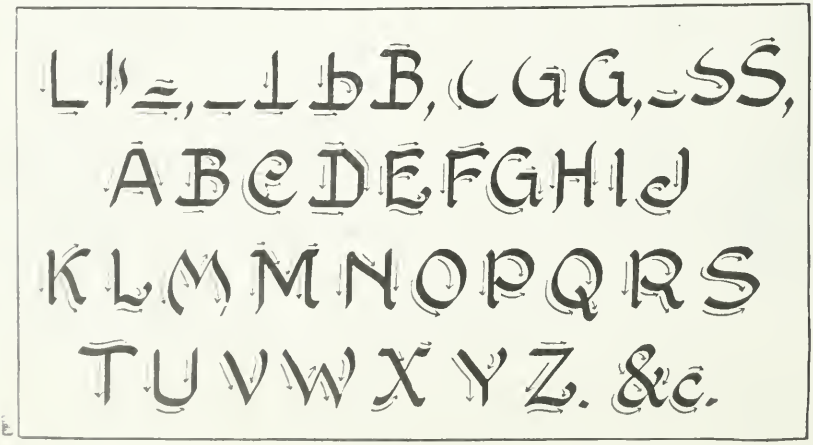
Show Card Writing.

Written Specially for the Canadian Druggist.

We have arranged for a series of articles on the subject for the benefit of the retail druggists through Canada. If the instructions are carefully followed, even the youngest drug clerk will, in a very short time, be able to write a very attractive show card.

This alphabet can be used to good advantage by all interested in making neat and effective show cards at a very inexpensive outlay. The Marking Pen is a strong and perfect device for rapid and clean cut lettering which will enable one to acquire a substantial and easy method for making rapid and uniform show cards for all purposes. Note carefully the position of the pen in forming the different strokes, as shown in the accompanying alphabet plates. Hold the pen about the same as you would a lead pencil or ordinary writing pen, and always aim to keep the pen point or blades of pen at one angle from base line in making straight line and oval strokes.

The small arrows indicate the direction and movement of each stroke. In making letter B and similar letters, begin at base line and work up as suggested in exercises. The one position or angle of pen point from base line as suggested in first line of accompanying illustration holds good in all styles of marking pen lettering. Pay particular attention to getting the proper position of the pen and you will find that all curve or oval strokes and straight lines will come true and uniform in the formation of the different letters in this alphabet. Practice with a No. 1 marking pen which will make a solid line or stroke full strength of color used one-eighth of an inch wide.



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'HAZELINE'
'WELLCOME' (Trade Mark)

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$20.00 lots less 5 p.c. trade disc't
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Terms, 5 p.c. 30 days.
Through Jobbers.

BRISTOL-MYERS CO.

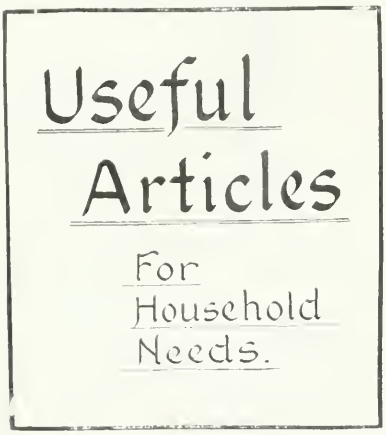
Brooklyn **New York**

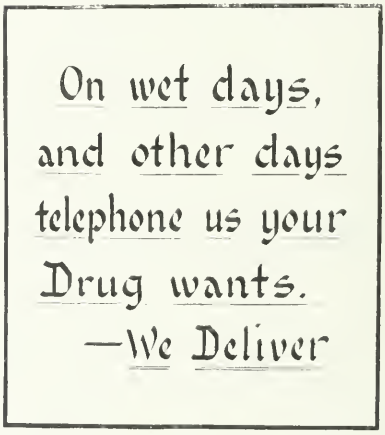
Canadian Agents
The LYMAN BROS & CO. Limited, Toronto
LYMANS, LIMITED, Montreal

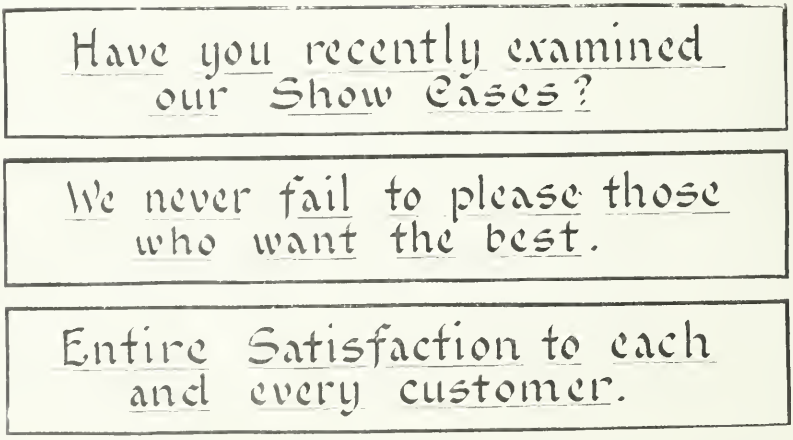
lettering always as a downward stroke with pressure enough to make the ink flow.

Practice on one side of lettering until you have it thoroughly mastered. In practicing on the capital letters as given in accompanying alphabet plates, use a number 1 marking pen and make the letters about ⅞ or one inch high. The small lower case letters should be about half an inch high. The tall lower case letters such as b, k, l, etc., should be the same height as the capital letters. Practice the vertical strokes and right and left oval strokes of letter O will assist you to make very rapid progress in this style of lettering. Study proportion, spacing, and freedom of movement. When lettering lift the pen after making or stopping each stroke—not while in motion. In maping figures always have them compact and well balanced. The $ and Cent characters should be about half the size of figures.

number 3 Marking pen and the following small letters with a number 1 marking pen. For the best results in practice, always see that your ink is thick enough to throw a full and even stroke from the pen without blurring and you will save time and do good work with ease. It is a common fault with most beginners to use ink that is too thin and in many cases this is where most all students fail for the want of a little careful study in keeping lettering material in good working order. For ordinary show cards use ½ sheet cards (7 x 11 inches) or ¼ sheet cards (11 x 14 inches). These can be cut from a full size sheet without waste. Long strips of cardboard for soda fountain signs as follows may also be cut from a full sized sheet, seven cards, 4 x 22 inches, or 14 cards 3 x 14 inches. The size of lettering on different cards may be varied according to the size of pen used. White cardboard of a moderately smooth or unglazed surface is the best to use for all styles of marking pen lettering. Full size cardboard sheets are 22 x 28 inches, both in white and colored stock. Quarter and eighth






Have you recently examined
our Show Cases?
We never fail to please those
who want the best.
Entire Satisfaction to each
and every customer.

SHOW CARD COPIES.

The size of card "USEFUL ARTICLES" may be made one-quarter sheet, large letters with a

sheet cards are generally large enough for most all drug store or soda fountain use. Try to bring out strong and compact lettering on small and medium size cards. Spacing and arrangement of the reading in show card lettering is very important as the force of the message of the card is largely due to its arrangement. Bring out the headline or important part of the card very strongly and the balance of the lettering in a neat and compact order. By careful practice and close observation to the relation of the simple strokes used in the construction of different letters you will get acquainted with many little details in the make-up of letters which at first did not appear. Always keep on the look-out for improvement and make up your mind to become proficient in show card lettering, and you will find that every ten minutes practice will show progress.

The Neurasthenic Invalid.

Like the poor, the neurasthenic is "always with us," and while the stress and strain of modern life and living continue, the physician will be called upon to treat the more or less chronic invalid who exhibits all sorts of bizzare symptoms, in endless and kaleidoscopic variety. It is, of course, an easy matter to advise the physician to search out and remedy the operative cause of the disorder, but it is not always as easy to do this, especially when no organic changes are discoverable. While purely symptomatic treatment may be unscientific, it is usually essential, in order to gain and retain the confidence of the patient. There is, however, one pathologic finding in a large majority of cases, and that is anemia of greater or lesser degree. In some instances this may be found to be the essential cause of the neurotic symptoms. In any event, this condition should be corrected, and for such purpose there is no better remedy than Pepto-Mangan (Gude). When a hematinic is indicated for a nervous, cranky man, or a finicky, more or less hysterical woman, Pepto-Mangan is peculiarly serviceable, as the patient cannot consistently object to the taste, which is agreeable to every one. The digestion is not interfered with in the least, constipation is not induced, and the blood-constructing effect of the remedy is prompt and certain. It is always worthy of trial not only in the anemia of the neurasthenic invalid, but also in all conditions of blood and tissue devitalization.

Kent-McClain Again.

Mr. A. Galloway has a beautiful new store in Kamloops, B.C. The interior fittings are in "Fumed Oak" with all glass construction "Minton" showcases. The outfit was built by Kent-Clain, Limited. (Toronto Show Case Co.)

Vitafer

A proteid tonic Food prepared in England.

Composition.—The entire protein constituents of Milk (Casein and Lactalbumen) combined with—

Calcium Glycerophosphate ...	2·2 per cent.
Magnesium Glycerophosphate ...	2·2 „ „
Sodium Glycerophosphate ...	1·1 „ „

VITAFER—A source of Phosphorus capable of easy assimilation.

Phosphorus in the forms best adapted for the function of—
Nerve Nutrition.
Bone Formation. Replacement of Tissue Phosphorus.

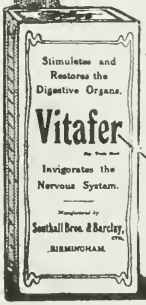
VITAFER is non-constipating.

SOLD IN TINS. Nominal Capacity,

	2 oz.	4 oz.	8 oz.	16 oz.
Trade Prices	$3.50	$5.75	$9.50	$16.00 per doz.
Retail „	50c.	75c.	$1.25	$2.00 per tin.

Sole Manufacturers:—
SOUTHALL BROTHERS & BARCLAY, Ltd.,
BIRMINGHAM, ENGLAND.

Supplied by the Wholesale Drug Trade Throughout Canada.



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WE ARE READY

TO SUPPLY ALL OUR

MEDICAL SUNDRIES

INCLUDING

CLINICALS MEASURES SYRINGES
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—PROMPTLY—

For all particulars apply

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Rembrandt Works

LONDON, - - ENGLAND.

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Monthly Established 1888.
The CANADIAN DRUGGIST is issued on the first of each month, and all matter for insertion should reach us by the 15th of the previous month.
$1.00 Per Year
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ENGLAND—C. Rivington Shill, 88 Chancery Lane, London, W.C. Telephone 8936, Central.
FRANCE—O. F. Graband, 19 rue de Richelieu, Paris.

Editorial.

A Review of the Drug Market.

The war in Europe has struck the drug and chemical markets a knock-out blow from which they may not be able to recover for several years. The general advance averaging about 100 per cent. on practically all drugs, pharmaceuticals and chemicals, and in some instances an advance of about 5,000 per cent. has occurred.

One reason for the general advance is found in the fact that the majority of drugs and chemicals and medicinal preparations come largely from Europe or other far off countries, and with the cessation of practically all shipments, these products are no longer available on this side.

While shipping facilities to-day are somewhat improved, as the embargo on exportation from England has been removed on many items, yet, there is difficulty in getting goods, and as far as we are aware there have been no shipments of English orders from chemical houses brought into Canada since the war broke out. Even if it is possible to ship goods, the situation cannot be remedied for some time, for planters and growers of drugs have allowed their plants to rot and decay due to shortage of labor. The large drug concerns in London, who distribute more than seventy-five per cent. of the world's supply, are unable to supply the demand.

It has taken the war to show us how on this side of the water we were dependent on the markets abroad, if not for the finished products, at least for the raw material.

We can only say that never in the history of the drug markets have retailers of drugs been up against a situation like the present, and it seems that they must raise retail prices of nearly all lines of drugs and chemicals.

On top of the advance in chemicals, the Government imposed a further duty on alcohol, also on all preparations containing alcohol, which helped to increase the cost of the goods.

Some supplies are now coming from England, which has allowed of the modification of some prices, and Carbolic Acid, Cream Tartar, Acid Tart, Alum, Epsom Salts, Sulphur, are a little easier.

All potash salts maintain their high figure owing to the fact that nearly all the crude Potash used for manufacturing came from Germany. We understand there is something being started at Kingston, Ontario, to produce Potash, but just what success they may have remains to be seen.

The market is still in such a chaotic state that it would be impossible to give any definite prices that would be at all reliable, but this we will do as soon as practicable. In the meantime we would advise our friends as a rule to buy from hand to mouth, as that is the only safe procedure when prices are as they are to-day.

The New Pharmacopoeia.

The British Pharmacopoeia, 1914, which will come into force on January 1st, 1915, and advance copies of which have been issued so that manufacturers may have an opportunity of conforming to the new requirements, does not differ very much in appearance from the Pharmacopoeia which has been official since 1898. A careful inspection, however, shows that it has been subjected to a thorough supervision and fundamentally altered in some respects. The number of omissions vastly exceeds the number of additions, and surprisingly few of the newer synthetic drugs of German origin have received official sanction. Apart from the omissions and additions the main alterations are as follows: The metric system has been employed for all pharmaceutical and analytical computations. This system has also been employed for the specification of doses, in the expectation that in the near future the system will generally be adopted by British prescribers, but as a transitional provision doses have also been expressed in terms of the imperial system. The number of crude drugs and their preparations which are required to contain a definite proportion of the chief active constituents has been increased. The recommendations of the International Congress on potent preparations have been adopted, and hence the strengths of a number of compounds have been altered considerably. It has also been found desirable to indicate a limit to the proportion of lead or of arsenic permissably present as an impurity in some ninety pharmacopoeial substances. No fewer than 168 drugs and preparations that were included in the last edition of the Pharmacopoeia and the Indian and Colonial Addendum have been omitted from the present one. Perhaps the best known among the discarded drugs are sarsaparilla, hops, gamboge, cantharides, mustard (including the familiar mustard plaster), coca leaves, dande-

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Canadian Factory and Offices at

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S. S. Stafford's Inks

The "Sweet Babee" Nursing Bottle

Pat. May 3, 1910

The "Sweet Babee" Nursing Bottle is easily washed on inside and requires no funnel to fill. The nipple is made in one piece and will not collapse, may be turned inside out and is easily washed.

The "Sweet Babee" is of the right size and will fit all sterilizers Endorsed by doctors and nurses.

Bottles and Nipples	$2.50 per doz.
Extra Nipples only	1.50 per doz.
Extra Bottles only	1.00 per doz

These prices apply to the Sweet Babee and Noneck Bottles and Nipples.

The "Smico" Bottle Warmer

The "Smico" Bottle Warmer is an especially designed case provided with Aluminum Top, in which any style of Nursing Bottle and Nipple may be placed, for keeping milk warm or cold, as desired. It will keep hot milk hot or cold milk cold for several hours.

"Smico" Case is also a protection when traveling against breaking the nurser.

Price $2.50 per dozen.

The Noneck Nursing Bottle and Nipple

The Noneck Nursing Bottle is filled without a funnel and washed out on inside like a tumbler which make it hygienic in every respect. It is recommended by doctors and nurses. The nipple is reversible and without seams, which makes it easy to clean on the inside, and very hygienic.

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To the Drug Trade of Canada

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They are prepared to supply promptly the following of our specialties:

ERGOTOLE LAPACTIC PILLS MILK OF MAGNESIA
SAL LAXA LITHIATED SORGHUM COMPOUND SEDATOLE
PAN PEPTIC ELIXIR PILL PHOSPHORUS AMORPHOUS 1 gr.

These ethical preparations are now being extensively advertised and sampled to the medical profession of Canada.

You will doubtless receive prescriptions for them, and we trust you will be inclined to place at least a small quantity of each item in stock and thus be prepared to fill initial prescriptions or orders promptly.

Write FRANK W. HORNER LIMITED for literature and prices

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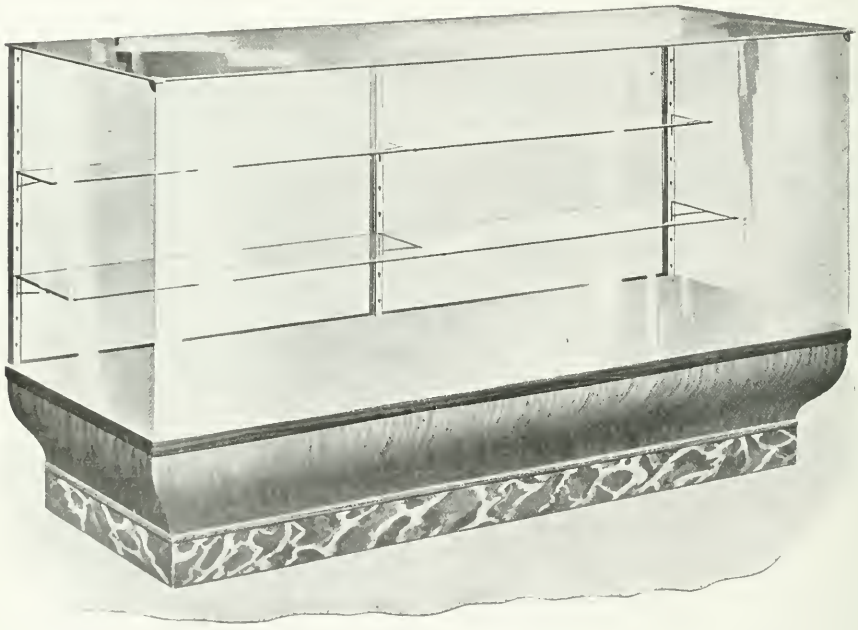
The expense of putting in good fixtures is small compared with the expense of keeping poor ones.



KENT-McCLAIN Limited

(Toronto Show Case Co.)

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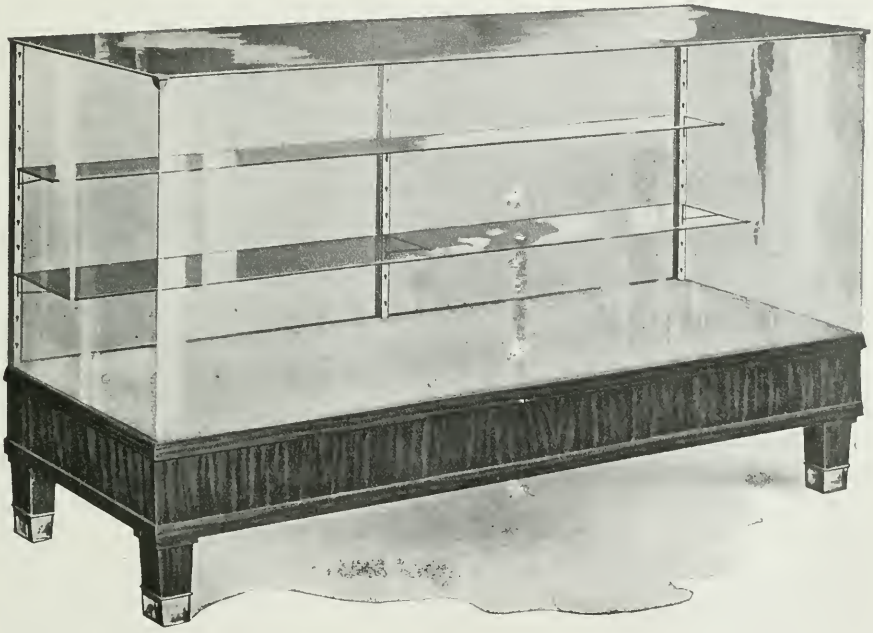
TORONTO

SHOP FITTINGS

Write us for illustration or better still, call at the factory---fifteen minutes from King and Yonge streets.



KENT-McCLAIN Limited

(Toronto Show Case Co.)

181-199 CARLAW AVE. - - Cor. Queen St. East

TORONTO

lion, figs, prunes, elder flower, scammony, musk. No doubt mustard and hops, figs, prunes, and the like are discarded because they are commercial articles and require no definition. Sarsaparilla was long ago demonstrated to be inert, notwithstanding the popular belief in its efficacy. Cantharides has been replaced by its active constituent; coca leaves are also represented by their active principle, namely, cocaine; while musk is almost obsolete as a drug. Scammony is so liable to adulteration that it is much preferable to prescribe its active constituent, which has been retained. Gamboge has long been considered too drastic in its effects, and it is quite as well that it should disappear from official medicine. Notwithstanding the vast array of new drugs—mostly, by the way, of German origin—that have been introduced during the past 16 years, the committee of revision has considered it necessary to introduce only 43 drugs and preparations that were not previously recognized officially. Surprisingly few of these belong to the synthetic class, but the most important of the additions are adrenalin acetyl-salicylic acid, hexamethaline tetramine and diethyl-barbituric acid and diamorphine acetate. All these are very commonly prescribed, the last named being better known under the trade mark name of "Veronal." Most of the new remedies have not substantiated their claim for a place in the official volume, their popularity being as a matter of fact ephemeral. The names of 38 substances have been altered, the composition of 50 articles has been modified, and the strength of 41 preparations has been changed. The object of changing the strength of a number of potent preparations, such as the tinctures of belladonna, aconite, digitalis, nux vomica, and opium is to promote uniformity in the pharmacopoeial usage of different countries.

Nature's Creation Consumption Cure.

After experimenting in the United States for some time, this co-called consumption "cure" has begun its work in Canada.

The American Association Journal in a recent issue had some very hard things to say about the new "cure." Nature's Creation is a fake; Nature's Creation is a fraud; Nature's Creation will not cure consumption—these are some of the terms used by the worthy editor of the well-known Medical Journal.

We are glad to see that Toronto will not stand for such a fake as this. At the time of writing the officers of the Company have been summoned on a charge of false advertising. Some of the daily papers have been carrying advertising for this fake medicine company for some time, and we cannot understand why managing editors of these papers have allowed such advertising to appear. It would seem that all our talk about pure advertising at the recent Ad. Club Convention is nothing more than cheap talk.

Opportunities for Expansion of Business.

Optimism reigns! Everywhere the keynote of all the meetings of the various Boards of Trade, business men's meetings, etc., is "optimism." "Business as Usual" is the slogan right through the Dominion, in the eastern townships in particular.

A well-known speaker recently said: "The only manufacturing industry which is now working full time in Germany is the establishment for the manufacture of Widows and Orphans, of which the Kaiser is President and Managing Director." Our manufacturers are already looking into the matter of manufacturing goods which have heretofore been imported from Germany and Austria.

Not only do we have to consider our own imports, but there are those of Great Britain, which figure in the millions. Surely we can get a share of this trade.

Government contracts for war supplies are pouring into Canada and the United States, and many factories are working overtime in consequence.

Biggest Dye Plant.

German Factory has $70,000,000 Annual Gross Sales.

The reason for the world's dependence upon Germany for its supplies of dyes is explained by the remarkable growth and expansion of such pioneer companies as the Badische-Anilin & Soda-Fabrik, of Germany, whose gross sales are $70,000,000 annually.

The plant has a frontage of a mile and a half on the Rhine, and is the largest of its kind in the world. Some idea of its size may be gained from considering that 158 boilers, 13 dynamos generating 7,083 kilowatts, and a local waterworks, gas works and ice factory are operated. There are 411 telephone sub-stations, 539 fire hydrants, and the company maintains its own fire department, including 25 steam engines.

The number of workmen until recently was 8,000, and besides 918 officials in the commercial department, there is a staff of 217 chemists and 142 civil engineers. The company was founded in 1865 and introduced its products in this country in 1871. Products comprise the entire range of artificial organic coloring matters—aniline, alizarine, naphthol, resorcine, gallic acid dyes, and synthetic indigo.

The entire industry has sprung up from the production of dyes derived from coal tar. The Badische Co. also makes it heavy chemical re-agents, which are used to convert the initial materials into dyes.

New York Pharmacal Association's
PREPARATIONS

Lactopeptine Powder (oz. bots.) Lactopeptine Powder (½ lb. bots.) Lactopeptine Tablets
Lactopeptine Elixir, Plain Lactopeptine Elixir, Bismuth
Lactopeptine Elixir, Iron, Quinine and Strychnia
Lactopeptine Elixir, Gentian and Chloride of Iron

Arlington Chemical Co.'s Preparations

Beef Peptonoids (Powder) Peptonoids, Iron and Wine
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PREPARATIONS

Borolyptol Velvet Skin Soap Hemaboloids
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sold on prescription, or to a customer, direct
Advertised only through
Medical, Dental and Drug Journals;
Distributed only through
Regular Jobbers to Dealers
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5% Discount on orders of $12. or more—through your jobber

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NEW YORK, U.S.A.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded---Paris, 1902
By the Societe d'Hygiene of France
as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully protected by patents

You can safely recommend it.

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

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All Jobbers Sell it

Dr William Saunders, C. M G

[illegible] Special Article written by Dr. Bethune who was [illegible] associated with the late Dr Saunders

[illegible] afternoon, September 13th, after an [illegible] which had continued for nearly two years, and which for twelve months had rendered him [illegible], Dr. William Saunders passed to his rest at his home in London, Ontario, in the [illegible] year of his age. He was born in Devonshire, England, and came to Canada with his parents when a boy of twelve. His educational advantages were meagre, but he succeeded in obtaining a technical training in chemistry and set up in business as a retail druggist in London. His agreeable manners, thorough honesty and untiring industry brought him a fair measure of success. His love of nature led him to the collection of wild plants and insects which could be found in abundance in the neighborhood, and he became an ardent student of Botany and Entomology. Finding many medicinal plants readily obtainable, he began the preparation of fluid extracts, which were so pure and reliable that they soon became widely and favorably known

THE LATE DR. SAUNDERS

among the medical profession, and led by degrees to the establishment of an extensive and lucrative business, both wholesale and retail. Years later, when he became director of the Experimental Farms of the Dominion the wholesale business was transferred to his eldest son, Mr. W.E. Saunders, and is still successfully maintained, and the retail department to two of his younger sons, who however afterwards relinquished it for other pursuits.

During the five-and-twenty years of his business life Dr. Saunders found time for taking an active part in many other things. Besides his scientific work in Entomology and Botany he took great interest in fruit growing, establishing a farm [illegible] city and becoming a zealous [illegible] of the Ontario Fruit Growers' Association, of which he was a director for many years, and President from 1882 to 1885. In connection with his professional work he was appointed Professor of Materia Medica in the Western University, Public Analyst for Western Ontario, and President for two years of the Ontario College of Pharmacy, of which he was one of the founders. He was an active member of the American Pharmaceutical Society, and Fellow of the American Association for the Advancement of Science. His attendance at the meetings of these Societies held from year to year in various cities of North America caused him to have a widely extended friendship with notable men of all kinds, by whom he was highly esteemed and respected.

The writer's acquaintance with Dr. Saunders began more than fifty years ago, when we were both young men, and soon ripened into a warm friendship, which has continued unbroken until now during all these years. In those early days, when the study of Entomology was so difficult owing to the scarcity of books on the subject, we were in constant correspondence, helping each other in every way we could, and spending each summer some days together, comparing notes, studying specimens and making collecting expeditions. Many happy hours we spent together in early morning tramps to the ponds and woods about London, and in the evening, when his day's business was over, examining the captures we had made. At that time there were few in Canada who took the least interest in the objects which to us afforded the keenest pleasure, but as time went on we found here and there a congenial spirit, and were led on in 1862 to attempt the organization of an Entomological Society. This was successfully accomplished during the following spring, and last year the completion of half a century's work and progress was celebrated by the Jubilee meeting at Guelph. An account of the proceedings on that occasion and the history of the formation and growth of the Society have been given in the November (1913) number of the "Canadian Entomologist," to the first two numbers of which we were the sole contributors. For five years the latter was Editor, and was then succeeded by Mr. Saunders, who continued the management of the magazine until his removal to Ottawa in 1886. Three years previously there was published in Philadelphia his notable book, "Insects Injurious to Fruits," which is justly regarded as a classic by economic entomologists. A second edition was issued in 1892, and the author had begun the preparation of a third, when his prolonged illness rendered him incapable of accomplishing any literary work. A list of his published articles, bulletins, reports, etc., fills six columns of the Bibliography in the Transactions of the Royal Society of Canada for 1891, and a large number have been

NOTICE to DRUGGISTS

THIS QUANTITY OFFER ON

Mentholatum

Is open to you at all times through your Jobber

With 3 doz. Quantity, 1/3 doz. 25¢ **FREE**

" 6 " " 2/3 " " " and 5% Dis.

6 2/3 doz. costs $11.40, sells for $20.00

NET PROFIT $8.60, or 75%

50 CENT. SIZE COUNTS DOUBLE ON QUANTITY

RECOMMEND MENTHOLATUM

AT THIS SEASON FOR

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ALL INFLAMMATIONS
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LIQ. AMMON. FORT.

PURE

Agreeing Fully with all the Requirements of the B. P.

See that every Winchester carries our Signature—
JOHN COWAN COMPANY, LIMITED

GLYCERINE, C.P., in cans and drums
BORIC. ACID, Merck and English
CARB. AMMON. 5 lb. and 10 lb cans, kegs and casks
CHLOR. AMMON., kegs and casks

JOHN COWAN COMPANY, Limited
3 DALHOUSIE STREET
MONTREAL

MAKE YOUR OWN SHOW CARDS

We have four separate courses of practical instruction by mail in up-to-date Show Card Lettering and Designing, as follows :

COURSE "A"

Marking Pen Show Card Lettering and Designing six complete lessons, $3.00.

Those who are not supplied with pens and inks, the following list will enable one to make a variety of neat and effective show cards for all business purposes :

4 marking pens Nos. 0, 1, 2, 3 -	$ .80
2 flat tint pens Nos. 0, 1 - -	.40
3 bottles ink, assorted colors -	.75
	$1.95

Course A, with pens and inks, together with practice copies and finished show cards can be forwarded in one lot, prepaid, for $4.95.

COURSE "B"

Automatic Shading, Pen Show Card Lettering and Designing four complete lessons $2.00

Pens and inks for Course B will cost $2.50 forwarded prepaid.

COURSE "C"

Soennecken Pen Show Card Lettering and Designing four complete lessons, $2.00.

Soennecken pens and three jars of ink for Course C cost 95 cents, forwarded prepaid; 24 finished show cards (assorted sizes) are included with the lessons in Soennecken pen lettering.

COURSE "D"

Up-to-date Brush Lettering and Designing ten complete lessons, $5.00.

Those who are not supplied with brushes and paints will find the following a good practical outfit

Four Red Sable show card brushes (assorted sizes) and four jars of show card paint (assorted colors) forwarded prepaid for $2.55.

We carry a full line of show card lettering supplies, pens, inks, brushes, paints, etc. Marking and shading pens 1-32 to 1/2 inch wide, 20 cents each, postpaid. Our new book, DRUGGISTS and DISPENSERS Show Card Instructor, is a comprehensive work on show card lettering and the price is but $1.00, postpaid. All orders receive prompt attention. Catalogue and sample show cards mailed free, postpaid, to all interested. Address,

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added since. In 1881 he had been appointed by the Governor-General of Canada, the Marquis of Lorne, one of the original Fellows of the Royal Society, and in 1906 he was elected President, having thus risen to the highest position of honor for scientific work that can be attained in this Dominion. Twenty years ago it was said of him by an American writer that "by painstaking study and observation he has risen to the topmost pinnacle of fame as an entomologist, horticulturist and experimental agriculturist."

The ability and work of Dr. Saunders have been recognized in many gratifying ways. In 1905 he received the distinction of Companion of the Order of St. Michael and St. George, conferred by his Majesty King Edward; honorary LL.D. from Queen's University in 1896 and from the University of Toronto in 1904 the Mantna gold medal for distinction in scientific knowledge. He was a Fellow of the Entomological Society of London and the Royal Microscopical Society; an honorary member of the Pharmaceutical Society of Great Britain and of the Highland Agricultural Society of Scotland; and an ordinary member of a large number of Scientific Societies in the United States and Canada.

Putting Ichthyol in Capsules.

In a paper read before the New Jersey Pharmaceutical Association, Charles L. Barrett (Bull. Pharm., 1914, p. 172) described a method of dispensing 10-minim capsules of ichthyol as follows:

"Take a hard gelatin capsule—a No. 0 will do; coat the body of the capsule inside with olive oil, using a camel's hair brush. Add ten minims of the ichthyol. Having wetted the edge of the cap with oil the capsule with water, place it carefully over the body, pressing it downward with a slight twist so as to distribute moisture uniformly around the edge, and by gentle pressing between the fingers seal it perfectly. Do not coat the cap of the capsule, as this will prevent proper sealing. The slight excess of oil in the body of the capsule, being lighter than ichthyol, is floated to the top, and when the cap is placed over the body, sealed and the capsule turned over, it sufficiently coats it.

"Capsules prepared in this way will hold up for a long time. If care is not exercised in the coating process, however, the ichthyol will quickly soften the gelatin and the capsule may burst. One broken capsule will spoil the whole lot placed in the box. I have always in filling capsules of this kind placed them first on white paper, when any that are not perfect may be easily seen and thrown away.

The Romance of Camphor.

Daniel M. Grosh.

There is perhaps more romance wrapped up in the little block of gum camphor so commonly used, than even the most sentimental writer of fiction could wish for. Few persons are aware of the important part taken by this substance, not only in the fields of medicine, chemistry and industry, but also in affairs of nations. To it, indirectly, a nation owes its rise from a secondary place to a controlling power in the destiny of the world's concert, and another nation its defeat in war fare and its elimination as a power of the first class. Its connection with chemical investigation and research has been of utmost importance, and by reason of this relation, synthetic chemistry has been greatly advanced. It has been responsible for the promotion of industries of magnitude, and these industries are dependent upon it for their existence.

For many centuries camphor has held a high place and reputation in medicine, and so precious was it esteemed in ancient times its possession was almost exclusively confined to Oriental potentates or persons of great wealth. Its virtues were wrought into themes and songs of praise, and indeed its value was ranked above that of gold. It was not until the recent invention of celluloid and other intro-cellulose products, in which it is a necessary constituent, the camphor became an important commercial product or industrially of value. Three nations were destined to be more or less concerned with its commercial proposition Japan by shrewd and cunning financial dealing, Germany by scientific investigation and exploitation and America by common sense and practical experimentation.

For many years most of the camphor came from the island of Formosa where there were great forests of large camphor trees. This island became the property of Japan, it having been ceded by China as the price of conquest. With their characteristic cunning the Nipponese immediately made it a government monopoly knowing the great demand for it, and proceeded to reap the greatest possible return in the shortest possible space of time.

In distilling camphor the Japs followed the time honored and ancient methods which consisted in destroying the whole tree. The roots, branches and trunk were chipped into small pieces and placed in a receptacle through which steam was passed. The steam carries off the camphor from the wood and it is later deposited in a solid form. As this process involves the complete destruction of the trees, the supply at the best could only last so long, and they determined that it should pay big as long as it did last. The price was so rap-

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...dly advanced that in 1906 it had doubled, wholesaling at about $1.25 per pound, and the little yellow men piled up millions of dollars which were mostly devoted to the purchase of war material for the long expected conflict with Russia for the supremacy of the Far East.

The increasing demand for it even in the face of rapidly advancing prices was due to it being a necessary article in important industries which were mostly in the hands of the Germans and while heretofore its use was mainly for medicinal purposes, now that it was a commercially valuable article, the situation of the industries using it was made intolerable by the attitude of the Japanese monopoly.

It is characteristic of the German manufacturer that he will submit to being exploited up to a certain point, then he seeks a remedy. In this case the chemists were put to work to discover a substitute or make an artificial product. Inspired by the ever increasing price the chemists, working with their customary vigor and activity, were in a short time able to bring forth a process of commercially and profitably producing synthetic camphor. Japan's only resource lay in reducing the price of the natural article in order to compete with the new product, with the knowledge that with each pound sold the source of supply was depleted to that extent. Truly they had killed the goose that laid the golden egg.

At this stage there came upon the scene the hard headed and practical American scientist, whose discoveries may eventually nullify the activities of the other antagonists. It has long been known that in Jamaica and other islands of the West Indies and also in several of our Southern States, that the camphor tree has been grown for years for shade and ornamental purposes. As long as the process of producing the gum required the complete destruction of the tree, the owners of the cultivated trees refused to consider any proposition that involved their destruction. The common sense of the investigator soon disposed of the vexatious problems.

The climatic conditions were favorable, so the only remaining difficulty was to secure the gum without destroying the tree. A ton or so of leaves both fresh and dried, small twigs and branches, parts of bark and roots were secured. By careful and scientific distillation it was found that better results were obtained than from the chips of the living tree as practised for centuries. The percentages of pure gum from the several varieties were as follows :

Wood	.61 per cent.
Twigs	1.65 per cent.
Green Leaves	2.37 per cent.
Dried Leaves	2.52 per cent.
Dead Leaves	1.39 per cent.

Here we have a vivid illustration of the application of intelligence and commonsense to commercial and industrial operations. No one has ever thought to try this simply because time honored custom followed the older precedent. American industrial life is full of such examples and, as in this case, a combination of practical methods in conjunction with scientific investigation always yields favorable results. In this example the world has gone along for centuries destroying its source of supply when a little common sense and a few practical tests would demonstrate that better results could be obtained and the trees preserved to benefit future generations with an annual crop of output.

Our Government is carrying on experiments with most gratifying results, and arrangements have been made for its cultivation and production on a large scale. We are still sending millions abroad each year for the purchase of essential and expressed oils when we have the required climatic conditions in our own land for their cultivation and production, a ready market and a paternal tariff. Anyone who has visited certain parts of California during its floral festivals or has noted the profusion and fragrance of its floral kingdom, can see no apparent reason why this industry has not been established.

In the case of camphor, however, there now seems to be no reason why we should much longer send the several million dollars each year to the Japanese Government with the possible prospect of it being sent back to us in the form of lead and steel. At any rate our chemists and scientists have made a probable link in our indirect contribution to the Japanese war fund.—Midland Druggist.

Pharmaceutical Examination.

The result of the Pharmaceutical Examinations which have been held in Laval University, Quebec.

Major—Messrs. H. Groulx, J. Chaffers, O. E. Macpherson, J. E. V. Cote, R. Desrosiers, J. H. Rainville, J. E. Irevost, R. Trempe.

Minor—R. Gagnon (silver medal), A. Bourgeois, V. Renaud, L. Beaunoyer, H. Gold, Jos. Gregoire, A. R. Choquette.

The examiners were Messrs. J. E. Tremble, (chairman), A. B. J. Moore, H. R. Lanctot, W.H. Chapman and O. H. Tansey, of Montreal ; A. R. Farley, Hull, and O. St. Amour, St. Agathe des Monts, with Mr. H. J. Pilon, as secretary.

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Pharmaceutical Arithmetic.

By Miss Zada M. Cooper, Ph.F.

Because of the existence of an amazing amount of ignorance of pharmaceutical arithmetic on part of those entering the profession it seems to me a subject worthy of consideration. If some of the causes for this ignorance can be better understood there is perhaps a great possibility of improving the condition.

I say amazing amount of ignorance because of the statement made by the members of the Board of Pharmacy in my own state that candidates for registration are often unable to solve the simplest problems and that the number who fail in this particular is sufficiently large to bring the deficiency plainly to their attention. Also I have read at various times that similar conditions exist in some other states and I have often noticed that some students who are quite proficient in other studies, particularly those branches which might be classed as memory studies, materia medica, pharmacy, pharmacognosy, are hopelessly lost before the task of solving some comparatively simple problem in arithmetic. Whether it is just a coincidence or not I have noticed that almost all who do well in chemistry also do well in arithmetic. I thought that perhaps the best explanation of this is that both require the use of the student's reasoning power. However, that is not the subject under discussion.

In the beginning I wish to say that if the personal pronoun occurs frequently in this paper it is simply because what I have to say is based upon conclusions drawn from my own experience, first, from the way the subject was presented to me as a student, and later, from my observation of results of my own teaching of the same subject.

Theoretically, I believe the teacher of pharmaceutical arithmetic has a right to assume that in the beginning the members of his class have a thorough knowledge, a practical working knowledge, of the fundamental principles of arithmetic, but actually one is confronted with an entirely different condition. It is the province of the teacher of the subject to apply arithmetic to pharmacy. I can think of no arithmetical process with which the beginning student of pharmacy should not be familiar. Most of our students come to us with diplomas from high schools of recognized standing. Some, it is true, have had only two years in high school, but that should make no difference in this case except that perhaps more advanced training makes the earlier subjects easier. As a matter of fact I have noticed that almost as often as not the poor student in this particular is the one with the diploma. During the past year the very poorest student in my class had been graduated from what, one had a right to suppose, was one of the best high schools in our state. If I am correctly informed few pupils have any arithmetic after completing the grammar grades, since in some high schools it is offered as an elective. However, that is neither here nor there. My contention is just this: that it ought not to be necessary for the teacher of pharmaceutical arithmetic to teach fundamental principles of arithmetic itself.

One of the most serious conditions the teacher has to face lies right here. The total time allotted is only sufficient to cover the subject in hand, and in justice to the majority of the class, the teacher cannot spend much of it in teaching fundamental principles to the minority, which minority in my experience, is always present. It is possible to make some of these explanations in passing but not enough and the only alternative, it seems to me, is to give to these particular students one's personal attention out of class hours. Even this I have found to be inadequate—it helps but it cannot take the place of weeks of training or undo the bad habits of study in earlier years.

Just here, it might be best to try to account in some measure for this condition. I do not mean to arraign the public school system, though the fault in part may be there, neither do I blame the teachers as individuals, though I believe that sometimes they are responsible. It is probably due to a combination of conditions. We all know that from the entrance into the kindergarten to the exit from college in whatever line of study they may undertake, there are some who have a faculty of getting along and of making passing grades and yet their knowledge is always superficial, never thorough. Such students just skim the surface of things, they never delve deep, they never know the reasons why, and surface studying possibly has a much worse effect on a mathematical subject then some others. Then, and I believe this to be largely responsible for the inability to apply knowledge later, arithmetic is a thing which of necessity requires the learning of many rules. Even if they are reduced to a minimum and the reason for every one is explained in detail with due emphasis on the dangers of depending on memory, some pupils, without doubt, do little more than memorize the rule. It is only too obvious that solving problems is not a matter of memory alone. Then there is the excuse usually offered by the student himself that his mind is not mathematically inclined (in his own language, "Arithmetic was always hard for me"). In general this deserves little weight. Occasionally it may be really true, but more often than not it is simply that the reasoning faculty has never been developed.

So much for general difficulties. Some need to be considered more specifically. One of the first things which becomes evident is insufficient knowledge of fractions, particularly an inability t

handle decimals with ease and accuracy, and to convert common fractions to decimals and vice versa with any degree of accuracy or rapidity. This I believe to be important, since it is customary to express small doses in common fractions if in apothecaries' weight or measure, in decimal fractions if in metric quantities. Then a thorough knowledge of decimals is a necessity in accurately using the metric system, which every student is obliged to do. Later, this lack of information involves the student in all sorts of difficulties when dealing with percentage and specific gravity. In fact, he needs it everywhere—he cannot get on at all without it; these points mentioned are only relatively more important than others. The next place that faulty preliminary training is especially evident is in percentage and its applications where sometimes students do not seem to know the first principles. Another deficiency of large importance is proportion and what it involves. Students tell me that they do not know how to state a proportion, that they never understood the placing of the different terms. I am at a loss to say why they have not understood this—I only know it is so and as with other difficulties mentioned it is a condition we have to face. There is no other reason for tracing them back so far except that; unless one recognizes the conditions and takes them into account in teaching pharmaceutical arithmetic, it is impossible to hope for any great success. I am well aware also that, in college at least, the proportion of students who come well prepared is large, but not so large that the unprepared may be ignored. So much for the preliminary equipment of the class with which one has to work.

Considering the various subdivisions of pharmaceutical arithmetic somewhat in the order they are usually taught, the various systems of weights and measures are of primary importance. Most students are more or less familiar with all of these except the metric and that, being simplicity itself, offers no special difficulties in teaching, except to those people before alluded to who have trouble with decimals. One thing that might be worth mentioning is that the use of models of the units of length, measure and weight prove helpful to the student in forming mental pictures of these various measures and making the whole subject less abstract. Until the student thinks in metric quantities there is little meaning in the system for him. It is, of course, expected that each individual shall be thoroughly familiar with all of these systems and where and when each is used before passing on to the consideration of their relation to each other, which is a very much greater undertaking.

Much as I have said about the evils of memorizing rules here, I insist on the students memorizing certain equivalent weights and measures and not simply the fewest possible number that one must know to get along at all. I do this for the reason that there are certain of these that will probably be needed several times every day, and I consider it important that they have these at their tongues' ends because of the immense saving of time. Life is too brief and time too valuable to waste in looking up every equivalent or in making round-about calculations. For example I think it absolutely necessary that students learn that there are 29.57 gm. in a fl. oz., 28.25 gm. in an Av. oz., 31.1 gm. in a Troy oz., that 1 gm. equals 15.432 gr., 1 gr. equals 64.9 mg., 1 lb. equals 453.592 gm., 1 M. equals 39.37 in., 1 in. equals 25.4 mm., that there are 16.23 m. in 1 c.c., 473.179 cc. in a pint; that 1 m. of water weight .95 gr. Though enforcing this as rigidly as possible, at the same time I emphasize the fact that many of these can be calculated in case they are forgotten. In other words, I show them how they have been arrived at and which are the ones that are primarily necessary. Most of these are obvious to the deep thinking student, but because of the others, one can take nothing for granted. To illustrate, I show them that if they remember that there are 15.432 in a gm., the weight of each ounce in gm. can be calculated by dividing 480 gr., 45.46 gr. and 437.5 gr., respectively, by 15.432. Similarly I show them that 7000 gr. divided by 15.432 gives 453.592, the number of gm. in a lb., as does multiplying 28.35 by 16. Other instances like these might be cited, but probably these suffice. Likewise, I show them that, remembering that 1 M. equals 39.37 in., the reciprocal of these figures gives the fraction .0254 M. or 25.4 mm., the equivalent of 1 in.; also that the reciprocal of 15.432 gives .0649 gm. or 64.9 mg., the equivalent of 1 gr. Students will question the need for all these, but with a little experience will see the convenience and saving of time. Take for instance the conversion of doses from one system to another; so far as it is consistent with accuracy such calculations should be mental ones and the student finds he needs both 15.432 and 64.9. Usually in instances like this the approximate equivalent would be used, but it is just as easy to learn the exact one in the beginning. To go a little farther, I show them that .95 gr., the weight of 1 m. of water, is obtained by dividing 454.6, the number of gr. in a fl. oz. by 480, the number of m. in a fl. oz. Similarly the relation existing between U.S. fluid measures and Imperial fluid measures. There are a good many more that I emphasize the convenience of knowing, but do not ask them to memorize, like 2.11 pints in a liter, 3785.43 cc. in a gallon, 1 Imperial gallon of water weighs 10 lb. Av.

The next important subject is specific gravity, and here for the first time one is obliged to deal with rules, and it is necessary to guard against

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those rules becoming meaningless forms. For example, to obtain the specific gravity of a solid, divide its weight in air by its loss of weight in water. While to some the reasons are quite plain—to others it is quite necessary to explain that since any solid immersed in water displaces its own bulk which is equivalent to its loss of weight, so one is simply dividing the weight of the substance by the weight of an equal volume of water. Another thing which applies everywhere, but particularly when dealing with specific gravity, is that often a problem may be solved in several ways. In reality the underlying methods are identical but details vary. In this way they learn to reason each question individually and not depend on one hard and fast rule. To illustrate take this problem: A druggist buys glycerin, sp. gr. .25, at 20 cents per lb. and sells a pint for 80 cents. Does he gain or lose, and how much? It will be seen at once that one must ascertain the weight in pound of the pint of glycerin, since it was bought by the lb. This may be done by multiplying the weight of a pint of water expressed in gr. 1.25 and dividing by gr. in a lb. Thus—

$$\text{Or}\ \frac{454.6\times 16\times 1.25}{7273.6\times 1.25}=\frac{7273.6\times 1.25}{7000}\ \text{lb.}$$

The same process can be employed by using metric quantities. Thus—

$$\text{Or}\ \frac{473.179}{(29.57\times 16)\times 1.25}=\frac{473.179}{453.6}\ \text{lb.}$$

Or one may find the equivalent number of grains in a volume of water equal to a lb. of glycerin and divide that into the total measure. Thus—

$$\frac{7273.6}{7000\div 1.25)}=\text{lb.}$$

Likewise one may find the measure in cc. of 1 lb. of glycerin and divide that into the pint expressed in cc. Thus—

$$\frac{473.179}{(453.6\div 1.25}=\text{lb.}$$

It will be seen that the final result in each case is the same, and though I do not believe the methods are equally good they are correct, and sometimes a student will clearly see one and not another. Some may contend that so many methods lead to confusion in the student's mind. I can only say that I have not found it so, quite the reverse in fact. I believe there is nothing like seeing all around a subject to thoroughly understand it.

In proportion I make use of no unusual methods. If the student has understood it in his earlier studies he has no difficulty here except such as involve weights and measures and specific gravity and if these are well grounded he has none. I find one little thing helpful which I believe I can best illustrate by a problem. Cod liver oil has a sp. gr. of .92 and costs 60 cents a lb. What is it worth per gallon? I would have the student indicate the whole problem at once. Thus—

$$7000 : (7273.6\times 8)\times .92 :: 60 : X \text{ or}$$
$$453.6 : (473.179\times 8)\times .92 :: 60 : X$$

My idea is that no matter how many factors enter into any term of a proportion it is safer to indicate them all in the original proportion. Often they are more complex than this one given and the more complex the more danger of confusion.

Concentration and dilution are only applications of proportion and give no trouble to those properly prepared in its fundamental principles.

With percentage there is always trouble, but most of this also is due to the lack of proper preparation. One thing might be worthy a little attention. Most of the texts advise the stating of a proportion and though this seems to help some students, to others it is more confusing than anything else. Again I can best illustrate by a problem. A certain drug contains 15 per cent. of extractive matter. How many gm. of extract can be obtained from 90 gm. of drug? By proportion we would have 100 : 15 :: 90 : x.

The other method I use is simply that 15 per cent means .15, since per cent. means by the hundred, and to obtain .15 of the total it is only necessary to multiply by .15.

Perhaps this is as good a place as any to say that no matter how much I may approve of the methods set forth in the text I may be using, I make it plain to students that they may use any correct method. Notice I say correct method. One should not tolerate for a moment the use of bad methods. I allow these variations from rule because sometimes a student has used some method until he uses it with ease, and I see no logical reason why one should insist on taking the time to become familiar and speedy with another.

Alligation, I have found, has been very little taught in preparatory schools, and one has to start practically from the beginning. After one has made plain the basic principles there are no difficulties except those that may be accounted for by unfamiliarity with proportions.

There is much in the manner of conducting a recitation to get the most out of it. I expect students to work all problems in the lesson assigned before coming to class, but I never ask that problems be worked and handed in for correction. I believe that puts a premium on dishonesty. Instead I send a convenient number to the blackboard to work the problems I assign them, and so far as possible I allow no notes made previously to be used. Then I expect an explanation of each problem, always insisting on the student's knowing the reasons for each step in the process. They soon feel the necessity of being able to work and explain the problem assigned since they know that a

record of their recitations is always kept and that they in part make up the final grade. When one section has finished I send another to the board as before. In the meantime, I have those not at the blackboard working problems outside of those found in their text but on the same subject. These I select from all the other books that I find available. I read the problems to them, trying so far as I can to vary the wording of these in order to make them think. I have used this plan for several years and find it valuable for several reasons. First, I believe there is nothing like a lot of drill to fix principles and methods firmly in their minds. Second, it promotes rapidity. There is nothing like doing a thing to enable one to do it easily. The path gets deeper every time it is used. Third, it helps me to know the capabilities of each individual better, and the better I understand the individual needs, the more help I can be. If one is rapid but inaccurate I encourage accuracy even at the expense of speed. If another is slow he needs to learn to work more rapidly, though that is more a matter of temperament than training, and it is not to any extent within a teacher's control. When any given subject has been completed it is reviewed thoroughly, expecting students to be prepared on any part of it, and here again I give as much as possible problems not in the text. Following the review, I usually give a written test to those entering into the final grade, together with the daily recitations and final examinations.

Given reasonably good material with which to build and keeping one's class busy and interested with practical problems, real live questions, such as arise in their laboratory work or in business practice, they must be on the alert—there is no time for dreaming day dreams, and it is only the very dull or poorly prepared individual who does not acquire at least a fair knowledge of the subject.—Paper read before the American Pharmaceutical Association.

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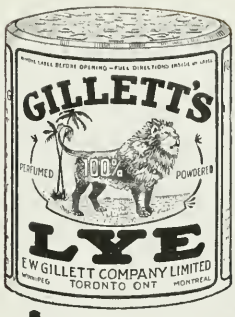

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Business Opportunities in South American Republics.

My last letter was sent from Curityba, in the State of Parana. From that place I came direct to Sao Paulo. My adventures there and some of my experiences in Rio are to be the subject of this letter, but before I begin those points I want first to clear off my expense account in South Brazil, as I call everything between Sao Paulo and the Uruguay border, and second to give you some secondhand news that I picked up from a fellow traveler I met soon after I left Curityba.

On consulting my notes I see that I was practically ten days on the various trains between the Uruguay frontier and Sao Paulo (N.B.—This time is probably materially shortened in the through schedule prepared by the railway lines for future travel, especially if the passage is made direct from the frontier to Sao Paulo, but it must be remembered that I had two side trips, one to Porto Alegre and the other to Curityba, which added to my time and expenses) and that my railway fare cost me about $90,000 (two hundred and seventy-five milreis, written 275$000), including a sleeper from Curityba, and the side trips above mentioned). I spent seventeen days divided between Porto Alegre and Curityba, which makes three weeks (27 days), in South Brazil from the border to Sao Paulo, my complete expense charges amounting (in the cities, 17 days, $119; on the railway traveling, 10 days, $35) in all to $224, or almost exactly to $9 a day. Now, I must add, that living expenses in South Brazil are relatively low. That is, the hotel rates are moderate, about $3 a day and up, and I indulged very little in social amusements. On the other hand, railway rates are high, and as I had spent each night on shore, as it might be called, and took a midday meal on route, the averages did not change.

Compare this with the cost of steamer transportation from Buenos Aires to Santos, practically a three-day trip. This amounts to $50 or even less, according to steamer and accommodation. The latter has its advantages for the traveler in the way of cheapness and quickness; the overland route offers a change from the rather monotonous steamer travel (although I, myself, as I have said, always utilize my time on shipboard for systematizing my notes, a means of economy which cannot be practiced on a train), and gives opportunity to study a newly developing region in South America. As a selling proposition, I dare not recommend the land voyage, unless one has a specialty to exhibit which is of itself almost equal to a sale. As an eye opener to future markets in a country not the same as Argentina or Paraguay, yet quite as free from traditions and lacking all traces of an aboriginal population, and as an example of what pioneer railroading in the southern continent is accomplishing, no better excursion can be suggested. The final decision must be left to the judgment of my fellow travelers and the houses they represent.

Now, I ask your permission, Mr. Editor, to leave my personal narrative for a paragraph or so, and tell of an American enterprise quietly going on in the State of Parana, just over the Sao Paulo border. I got the story from an acquaintance I met in Curityba, and he gave me also the accompanying photographs to use as I might like, and I pass them on to you.

This gentleman had just visited a large ranch, as we would call it in the United States, owned by United States capitalists and managed by practical cattle men, who are carrying out there the methods that have been successful at home. This ranch embraces an area of 3,500,000 acres (larger than the State of Connecticut), partly prairie land, partly wooded, the timber being held by an associated company, while the prairie is now or will in the future be utilized by a cattle company, both quite commercial; that is, not dependent upon any special charter or monopolistic concession for their success. The manager and employees, most of them brought under contract from the "States," had taken an old Brazilian ranch house for headquarters, picturesque enough but not adequate enough for modern living or business conditions. Under construction, therefore, was a new building on substantial western lines, modified to suit actual requirements in this part of Brazil. I may add that from the notes of my acquaintance I learned that the elevation of the place was about 2,500 feet, and the climate not unlike that of western Texas. The winter began in June, when there was often frost and at times a thin coating of ice on ponds and standing water. In the house the thermometer may sink to 50 degrees F. or so, and fires are needed at night. When it is remembered that this place is located at about 24 deg. south latitude, only one degree below the Tropic of Capricorn, it is plain that we must overcome our misconceptions of Brazil and its climate.

Early in July, 1912, there were shipped by chartered steamer from Galveston 370 bulls, 550 heifers, and 26 horses—946 head in all—direct to Paranagua, the nearest seaport, in the State of Parana. They arrived at the end of twenty-five days with the surprisingly small loss of five head, a fact due to the great care exercised during the entire voyage. To the ranch corral, a railway trip of three or four days, only three head were lost,

*One of a series of articles appearing in the Bulletin of the Pan-American Union

and these died from injury, not from disease. Of these Texas cattle, 18 head were born immune to Texas tick, but they were all inoculated. Nevertheless, the immunes reacted, showing that the Brazil tick must be different from the Texas variety. No deaths resulted. Now these imported cattle are turned loose to range, and about 2,000 others, native cattle of the local stock, were added. A scientific veterinarian is kept for careful study of conditions, and he is helped by several North American cowboys who learned their trade in the West and are putting into practice the lessons of their success there.

Troubles they have, to be sure, and all is not easy going. There are pests unfamiliar to them, a new climate and soil, and certain prejudices or traditions to work against, but most conditions promise well. For cattle this is relatively a virgin country. For years Brazilians raised cattle but only for home consumption or at most for the Sao Paulo market, which then was a long drive of over 200 miles. Beef for continuous profit did not enter into the calculations of those old fazendeiros (farmers); they merely let their stock accumulate as best they could until they became numerous, and then the surplus was sold. Meanwhile beef of a superior kind and quality was imported from the River Plate, the rumor gained ground that Brazil was not a cattle country, the little business existing dwindled, and prices went up for all who wished meat in their dietary.

Then came the investigators. "This is a good cattle country," they said on examination. "Why in the world should Brazil import beef when these beautiful hills and valleys, these prairies and wooded stretches, are right at hand? There aren't enough cattle to go around as it is. Let's make a thorough job of it and show Brazil that she can feed herself with meat, and encourage the farmer to diversify his crops to his own benefit." Hence the cause of this and other cattle ranches over south and central Brazil, in places where the climate and soil are propitious.

Now, so far as I can see, Mr. Editor, this is a simple commercial proposition. There are no exclusive clauses in the concession, no monopoly, no Government restrictions. I gather from what my acquaintance told me that anyone with money enough to keep a cattle company going could start the same thing, in Parana, or in Sao Paulo, or Minas Geraes, or any other State selected. All that is needed is capital, patience, and an understanding of the demands of the country. It's a big business, and the smaller farmer has no place in it. Whether it will pay is a question of time only. Certainly, what I saw from the car window indicated clearly that there was abundant grazing land all over south Brazil. From what this acquaintance told me, there was no agricultural reason for discontent or dissatisfaction. I hope that Providence will be on their side, for the sake of Brazil and for their own profit. If Brazil begins to feed herself on native products, it means a diversified industry, a greater demand for high-class goods, and an increase of trade. All of which may help me and others like me, interested in establishing a foreign market for what we represent.

So here I am back on the road again. I tell you, a travelling man has got to have imagination at times and to exercise it, or else he will miss his bearings in a foreign country. I have perhaps in the last few paragraphs indulged in specu-

THE AVENIDA RIO BRANCO, RIO DE JANEIRO.

This avenue, cut through the old part of the city 10 years ago, has now been given the name of Rio Branco, in memory of one of Brazil's most notable citizens and statesmen. It is in reality a Broadway, lined with fine business and public buildings, and crowded day and night by people and automobiles. Not all the business is located on the Avenida, as there are many side and parallel streets, but this is the centre, and from here the study of the city begins.

nation, but I advise others to look at this part of the world with the same regard for the future, and not to think of and to look at the present alone. This part of Brazil is particularly stimulating in this sense. Its future will undoubtedly be immense, and we must take the proper attitude of sympathy toward her, or we shall be left at the post when the great commercial race is on. Seems to me I can't let the subject alone, but here goes to practical things, to show that I know what I am talking about.

me, but I was foolish enough to hurry, like a true Yankee. I went by train from Curityba to Sao Paulo, taking the through express, which had recently been put on, for a 24-hour journey, and here I am.

Sao Paulo is a whole country in itself. The city has upward of 400,000 inhabitants and is as modern as Minneapolis. The State is about as big as two New Yorks, with something to spare. I could just make a beginning to cover it after I had laid my lines in the city, but the railways are so well

GENERAL VIEW OF RIO DE JANEIRO AND THE HARBOR.

Out beyond the Sugar Loaf, standing prominent almost in the centre of the picture, is the open Atlantic. To the left is the wonderful Bay of Rio Below is the city, seemingly endless in its windings in and out of the incasing hills. Rio is a delight to the artist and the sightseer. To the commercial traveler the temptation to take a holiday is always present, as nature and the character of the people conspire toward that enjoyment. Rio is as lovely as any city in Europe.

There are two ways of getting to Sao Paulo (the city) from Curityba. The traveler can go to Parangua, the seaport of Parana, and there take a local steamer, if he happens to find one, to Santos, the seaport of Sao Paulo, and, if it is his first visit to Brazil, I advise him to do so, although I did not follow my own advice. It is a matter of scenery, chiefly, with opportunity to see such famous things as the coffee port and the wonderful railway between Santos and Sao Paulo. This was the old and is still the popular route, so they tell

developed that it is possible to run into the interior for a day or more on one trip, to come back again, and thus to negotiate in several directions, always keeping the capital as a center from which to make the final breakaway to Rio. The only restraint one must exercise upon one's self is in regard to railway fares. These are relatively high in Brazil, and as the traveler should allow himself only a first-class ticket, expenses begin to count up after several trips to smaller towns.

(Continued in December issue.)

Haarlem Oil.

A misapprehension in respect to the nature and composition of this ancient proprietary appears to have been prevalent in the trade. The fact that Haarlem oil is essentially a sulphurated linseed oil with turpentine oil, while fully recognized abroad, is disputed here. Three prominent brands, typical, if not of Haarlem oil, then of what is offered for sale in this country as Haarlem oil, have been examined. The importers of each of these three brands stoutly maintain that their article is the only original Haarlem oil and adduce documentary evidence which apparently supports their claims. The prototype is probably lost in antiquity. All that is certain now is that the oil all comes from Holland. It is not even all made in Haarlem, its reputed birthplace. Amsterdam does a thriving business in its manufacture and exportation. The extraordinary literature formerly wrapped around the familiar, skin-capped vial has been interdicted by the authorities. Withal, the remedy is certainly the oldest and probably the most widely employed of all "patent" medicines in the world. It is surprising how often one meets a layman who professes the utmost faith in the curative properties of the oil.

Under the general title "Oleum Terebinthinae sulfuratum" Hager (1) gives the following synonyms of this ancient remedy: "Balsamum sulfuris terebinthinatum. Balsamum Sulfuris Rulandi. Oleum Harlemense. Geschwefeltes Terpentinol Schwefelbalsam. Harlemer Balsam. Silberbalsam. Silbertropfen. Balsamsilbertropfen. Tillytropfen. Dutch trops (drops?)." To the remedy itself, which has appeared in the market under each of the above designations, the author assigns the formula :

Sulphurated linseed oil .... 1 part.
Oil of turpentine .... 3 parts.

According to the same author, (2) sulphurated linseed oil is prepared by dissolving, with the aid of heat, 100 parts of sulphur in 600 parts of linseed oil. Dieterich (3) confirms the above facts. Bucheister (4) states that "Oleum Terebinthinae sulfuratum, Harlemer Balsam, H. Oel" is prepared by dissolving, with the aid of heat, 1 part of sulphur in 6 parts of linseed oil, subsequently adding 7 parts linseed oil and 21 parts turpentine oil. Merck (5) under the title and subtitles, "Oleum Terebinthinae sulfuratum, Balsamum sulfuris terebinthinatum, Balsamum sulfuris Rulandii," states that the preparation is a solution of sulphurated linseed oil in oil of turpentine and that it is also dispensed as "Harlemerol." Hence, the foremost authorities on pharmaceutical practice define Haarlem oil as a solution of sulphurated linseed oil in oil of turpentine. It is true that Hager (6) declares that "Harlemer Balsam" was originally (ursprunglich) made by the dry distillation of 50 parts aloe, 50 parts myrrh, 20 parts olibanum, and 500 parts olive oil. The product was also called "Oleum empyreumaticum Batavicum." But this method of preparation was abandoned long ago, presumably on account of the cost of materials. Certainly the cheapness of Haarlem oil as it now appears in the market is prima facie evidence that it is not manufactured by any formula such as that cited above.

(1) Handbuch der Pharmaceutischen Praxis, 1907, II, p. 1023.
(2) Ibidem, p. 297.
(3) Pharmaceutisches Manual, 1904, pp. 313, 316.
(4) Vorschriftenbuch fur Drogisten, 1891, p. 15.
(5) Index, 1902, p. 188.
(6) Handbuch der Pharmaceutischen Praxis, 1907, II, p. 502.

Boy of five enters room crying and holding out cut finger for maternal inspection. "Oh, my dear boy, does it hurt very much ?" was the anxious inquiry.

"No, it doesn't hurt a bit," boy answers in an aggrieved tone, "but you told me my blood was blue, and see ?"—resentfully thrusting forward the injured member—"it's common red blood, just like Mickey Mahoney's !"

NOW IS THE TIME TO SELL

FOR Colds In Head and Catarrh

FOR Ringing in Ears and Deafness

IT IS ADVERTISED IN MANY CANADIAN PAPERS to Bring you Customers.

Take advantage of it and make the 50% profit yourself.

ORDER from your jobber NOW

1 doz. Cartons, $2.10 ½ doz. Cartons, $1.05 5 PER CENT. OFF

C. H. Keith, Mfr., Cleveland, Ohio

THOMAS GIBBARD, Agent, 30 St. Francois Xavier Street MONTREAL

PURE LICORICE

"Lyman Brand"

Four, Six, Eight, Twelve and Sixteen Sticks to the lb.

In 5 lb. Boxes.

NO ADVANCE in Price.

32c lb., 5 lbs. 30c lb., 10 lbs. 28c lb., 25 lbs. 27c lb.,
50 lbs. 26c lb., 100 lbs. 25c. lb.

THE LYMAN BROS. & CO., Limited

WHOLESALE DRUGGISTS TORONTO, ONTARIO

The Best Value
For Druggists Is

J. S. Hamilton & Co's. Brandy

DISTILLED AT COGNAC, PELEE ISLAND
UNDER EXCISE SUPERVISION
For sale in Cases 12 qts., 24 pts., 24 and 48 flasks

J.S. HAMILTON & Co., Brantford
WHOLESALE DISTRIBUTORS FOR CANADA

The Consolidated Fruit Jar Co.
New Brunswick, N. J.

—MANUFACTURERS OF—

Sprinkler Tops,
Talcum and Tooth Powder Tops,
Aluminum Collapsible Drinking Cups,
Plain & Decorated Collapsible Tubes,
All kinds of cast metal goods.

Sole Manufrs. of Drummond Pat. Closed Tube

WRITE FOR PRICES

Official Catalogue
Open Air Horse Parade and Show
Queen's Park, Toronto

ROYAL COMPO
FOR HARNESS

Endorsed as the best Polish for the protection of Harness. If you are not a horse owner, try

ROYAL SHOE COMPO
Ten Cents, Black or Tan. Try It.

SELL ALSO
Scott's Arabian Paste
CURES ALL SORES
SOLE AGENT FOR CANADA
H. F. FALKINER
TORONTO - - ONTARIO

Trade Notes

J. D. Leith, Tribune, Sask., has opened a drug store.

F. G. Walley, Ingersoll, Ont., has sold out to O. Gill.

I. A. Harte, Montreal, was damaged by fire, insured.

Mr. H. H. Gregary, of Toronto, has started business in Weston.

W. H. Mutrie, Grand Valley, Ont., druggist, is removing to Fergus.

H. R. Cosway, Viceroy, Sask., druggist, has suffered a loss by fire.

H. A. Culham, Viceroy, Sask., recently started in the drug business.

Mr. D'Alton Campbell, of Gravenhurst, has opened a store in Milton.

I. A. Barr & Co., Hamilton, Ont., have sold out their drug business.

Mr. O. Lecours has opened a new drug store on Ontario St. E., Montreal.

E. C. Braund, Wawanesa, Man., has disposed of his drug business to Elinor Dent.

Dr. I. A. Gelinas has moved into his new store on St. Lawrence Boulevard, Montreal.

F. I. Long, Gadsby, Alta., dealer in drugs and stationery, has moved to Vegreville, Alta.

Mooney's Drug Co., Limited, Edmonton, Alta., have sold the Jasper Avenue branch to W. A. Woodhouse.

Mr. Emile Couture has recently purchased the business formerly carried on by Mr. S. Gilbert, 1004 Ontario St. E., Montreal.

Mr. J. A. Desilets has recently purchased the drug business of Dr. D. Chouinard, 213 Bourbon Street, Maisonneuve, Montreal.

Mr. Roy Riordan, formerly of Clarke's drug store, Belleville, has purchased the business of Mr. T. G. Whitfield, of Madoc.

Hardy-Wyndham Co., Montreal, have dissolved partnership, B. Syndham and Mrs. J. A. Hardy continuing under the same style.

Mr. A. E. Patterson, Allandale, Ont., has moved into his new building, and has now the largest and most up-to-date drug store north of Toronto.

Mr. R. A. Vickary has purchased the business recently carried on in Woodstock by Mr. T. J. Stillman. Mr. Vicary has had a splendid training, having worked for a number of years with Mr. R. T. Geary, Sarnia.

Messrs. Burns and Cairns, druggists, Granville St., Victoria, B.C., have dissolved partnership. Mr. W. J. Cairns retiring, and Mr. R. R. Burns continuing the business which in future will be known as the Burns Drug Company, Limited.

Mr. A. D. Quinton has sold his drug store on Ontario St. E., to Mr. L. N. Paquin. Mr. Paquin has our best wishes for success in his new venture. Mr. A. D. Quinton now owns an up-to-date drug store on Sherbrooke St., Notre Dame de Grace, Montreal.

The death occurred on September 5th of Mr. David L. Thompson, Homeopathic Chemist, of Toronto, aged eighty-three years. Mr. Thompson was the oldest druggist in Toronto, though he had not been actively engaged in business for the past fifteen years.

The Time to Advertise is When Others are Quiet.

Here is an illustration to prove the truth of this principle.

A prominent New York advertising man prophecies that many great successes in advertising will date their beginning from the war times of 1914. His prophecy is founded on his experience with advertising during times of depression when so many drop out of sight and the few who hold the public eye win popular favor.

There is an illustration in our midst in the firm of Edmanson, Bates & Co., Limited. While doing business in a small way for many years, it was in 1893-4 that they went into newspaper advertising on a large scale. The times were hard, money scarce and business depression everywhere. But while others were lying low the advertising for Dr. Chase's Medicines was all the more noticeable and business boomed.

In view of that experience, it is not remarkable that at this critical time when so many large manufacturers are reducing or discontinuing their advertising, Edmanson, Bates & Co. are launching a strong newspaper campaign in which they are using quarter pages and half pages to remind the people about the merits of Dr. Chase's medicines. As this is in addition to the annual mailing of Dr. Chase's Almanac and the distribution of their attractive booklets, druggists need expect no slump in the sales of these well-known medicines. Indeed we shall be surprised if their sales do not surpass those of more prosperous times, for their advertising is bound to bring good results when the newspapers are carrying so few other advertisements.

Our representative was shown invoices by Edmanson, Bates & Co., to prove that some ingredients which enter into the manufacture of their medicines have increased in price as much as 300 per cent. since the war began. This is, of course, exceptional, but in spite of the fact that the prices of all drugs have increased largely, there will be no change in the prices of Dr. Chase's medicines.

Making Uncle's Fountain Pay.

By E. R. Forrest in the Spatula

The winter after Will graduated from High School he had been quite ill, and the doctor had said that he must have a change. So early in the spring they had sent him to visit his Uncle Henry, who owned a drug store in a small city up the State.

His uncle lived in an apartment over the store, not such an apartment as Will was used to in the city, but more of a house built over the store, which was situated just at the end of the business street and toward the better residential part of the city. Here Will had a large, airy room, and under the care of his Aunt Hannah, who was one of those old-fashioned housewives that one reads about but seldom meets nowadays, began to pick up rapidly.

His uncle had inherited the drug store from his father, and had an excellent reputation in the city as a careful, painstaking man, and by hard work managed to make a comfortable living. However, the business, under his management, had never reached the point where he could afford a clerk, and the only helper he had was an errand boy, and at the time our story opens this boy was a bright little chap named Jim that everyone liked.

A few years before the opening of our story a good salesman induced Henry Wetmore to install a soda fountain, and when new it was a bright spot in the store. But Mr. Wetmore was so busy that he had never been able to give this part of his business the proper attention. Being a real pharmacist, his first thought was the preparation of medicines, and his faithfulness was rewarded by good patronage.

While old-fashioned as to its fixtures, and but dimly lighted at night, because Mr. Wetmore had never seen the value of going to the expense of putting in electric lights, the store was neat and clean and everything was kept in good order. Mrs. Wetmore was a help to her husband in many ways in the store, but her household duties kept her busy, so that she could only relieve him to a limited extent.

One morning Will had been out taking his usual morning walk. It was a beautiful day in June, and as he passed the drug store two blocks below his uncle's store he noticed that there was a white-coated attendant at the fountain just like they have in the big stores in the city. This store had only been there for three years, but he had heard his uncle say that the new store had hurt his business. The sight of the boy in the white coat put a thought into Will's head, so when he returned to the store he went into the back room of the store and asked his uncle: "Do you have an attendant at your fountain in the summer; I see that Young & Gee have."

"I know it; it seems that they can manage it, but it can't leave them much profit, and I am sure I never could take in the price of a dispenser way out here."

All day Will was wondering why his uncle could not have a clerk and more time to himself. That evening he was out with some of the boys and girls and they all dropped into the other store for a college ice, and as they sat there Will was surprised to see how many folks patronized that fountain who had to pass his uncle's store to reach it. Moreover, it was a noticeable fact that they had a much larger business.

All these things will was pondering over in his mind the next morning when he came down the back stairs into the store. As he passed the store he noticed that his uncle was busy putting up a prescription, so he passed on into the store. Two girls near the soda fountain were grumbling audibly.

"I'm not going to wait all day," he heard one of them remark. "We'd had time to go over to Young's while we've been sitting here."

A woman whose face wore an expression of annoyance characterizing the two girls approached Will. "I've been waiting nearly ten minutes for a two-cent stamp," she exclaimed. "Can't you wait on me?"

"I shouldn't wonder if I was equal to that," Will replied in a pleasant way; "sorry you had to wait, but my uncle is very busy." Opening the drawer where the stamps were kept, he exchanged a pink portrait of our first President for two coppers. This business attended to, he went briskly over to the other two dissatisfied customers.

"I'm sorry, I don't believe I can wait on you, but my uncle will be out in a minute," said Will. Will was an attractive youth of pleasant manners, and one of the girls said: "I've seen it done so often that I believe that I could make an ice cream soda myself—try it, we don't mind if it is not just so."

"Well, I am willing to try, and if you don't like it you don't have to pay for it."

"It's always this way," said the one with the fair hair. "Young & Gee have no better stand than this, but you never have to wait there, so all the girls from the school walk the two extra blocks. I should think your uncle would get an attendant. Now, that soda water was not half bad, but I don't think the syrups are as good as they might be."

"Thanks for waiting on us," said the other, "for now we won't have to go to our recitations without a drink."

"No wonder they go to Young & Gee's," Will thought. "I know neither of them serve as good a soda as I get at home, and I wonder they do the business they do."

(Continued on page 659.)

LEVER BROS., Limited

Chemically Pure

REFINED GLYCERINE

(MADE IN CANADA)

In Half Ton Drums

and 56 lb. Cans

QUOTATIONS GIVEN FOR ANY QUANTITY

SELLING AGENTS

John Cowan Co., Limited

Montreal Chemical Works

1-15 Dalhousie St. - Montreal

Pepto-Mangan (Gude)
(Reg. U. S. Pat. Off.)

is *the one and only* absolutely uniform and unalterable solution of iron and manganese in the form of true organic peptonates. It is also *the one and only* preparation lawfully entitled to be known as "Pepto-Mangan," a valid trademark, which is our exclusive property. We respectfully request the trade to take due notice of these facts.

M. J. Breitenbach Co., New York, U. S. A.

CREDIT MEN

Should see that their firm's travelers are provided with

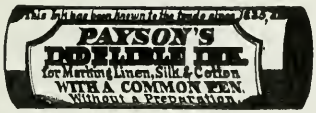
The New Revised Canada Reference Book

Now ready for delivery.

Also turn over your delinquent accounts to our Collection Department.

R. G. DUN & CO.

70 Bay Street



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ESTABLISHED 75 YEARS

Always in **YELLOW** and **RED** wrappers

Specially Suitable for the Canadian Climate

BEETHAM'S

La-rola

THIS DAINTY TOILET PREPARATION protects the skin from the effects of Frost, Cold Wind and Hard Water, and prevents Roughness, Redness, Irritation, Chaps, etc. It keeps the skin Soft and White, and adds the charm of youth to the complexion. **It will keep the skin in a perfect condition during the coldest winter**

It is a Perfect Protection to the Skin during All Winter Out-door Exercise and Sports

Sole Makers: M. BEETHAM & SON, Cheltenham, England
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THE CANADIAN DRUGGIST

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For Wholesale Druggists, Stationers and Manufacturers of Toilet Powders, Hair Brushes, Combs, Shaving and Fancy Soaps, Photographic Supplies, etc.

Send your copy in and give us a three months' trial.

THE CANADIAN DRUGGIST
TORONTO

The Martin, Bole & Wynne Co., Lt'd.

Wholesale Drug Merchants and Manufacturing Chemists

Corner of Princess and Market Streets - WINNIPEG, MANITOBA

COMING WEST?

Should you desire to come to the great North-West, either to engage in the drug business for yourself, or to take a position as a clerk, we are able to assist you.

We are constantly in touch with every section of Western Canada, and shall be glad if we can be of service to any one desiring information, as to location, necessary capital, qualifications, etc.

We Usually Know of a number of drug businesses for sale and will be glad to send — **Full Particulars Upon Request**

—WRITE US—

Business-Opportunity Notices

For Sale, Exchange, Help Wanted, etc,, 50c. for 25 words or less; subsequent insertions 25c. Send cash with order.

PARTNER WANTED.

I have land and ranch and want some one to put up cash to buy cattle and start ranch. For particulars apply to Box A., Eckville, Alta.

SITUATION WANTED.

Druggist of long experience will take temporary work as local tenens. Terms moderate. Apply to H. Baldwin, box 234, Sunderland, Ont.

FOR SALE.

Drug business in Western Ontario town. Stock and fixtures $3,800 cash. Annual sales $6,500. Good side line, small expense, in one of best farming districts in Ontario. Box 50, Canadian Druggist.

Two thousand dollars buys interest in one of the best paying drug stores. Good chance for a young man. Manager before long if capable. Best references. Box 312, Nelson, B.C.

FOR SALE.

Drug business in Western Ontario town. Stock and fixtures $3,800 cash. Annual sales $6,500. Good side line, small expense, in one of the best farming districts in Ontario. Box 80, Canadian Druggist.

WANTED.

One or two good lines on a commission basis for Province of Nova Scotia by Traveler having first-class connection with druggists, grocers and general store trade. Write Box 20, Canadian Druggist.

One for all and all for one.

Nothing so paralyzes enthusiasm as pessimism.

The Doctor's Diagnosis.

A physician received a personal letter from a large Mail Order house. It was a well written appeal, and closed by saying: "If there is any reason why you do not buy of us, please give us your reasons in the enclosed, stamped envelope, and we will strive to remove the cause." The physician answered as follows:

Your letter of recent date asking why I had not traded with you for a long time, received, and as you ask me to tell you frankly why, I will give you a few reasons.

First—I am in business in this community and am looking to this community with its varied industries for my support. I cannot ask the merchants of this town for their support if I do not give them mine.

Second—In looking over my books I fail to find any of your company's names, which reminds me that none of these gentlemen have ever given me a penny's patronage. Why is this? Am I too far away, or have neither of them needed a physician, or are they afraid of the Mail Order plan when it comes to the practice of medicine? I can certainly give as good satisfaction by mail as your house can, and will appreciate a call from either of them when in need of medical service.

Third—in looking over the subscription lists for improving our streets and public highways, I have failed to find the name of either member of your firm down for one penny to assist in the work. Also I have failed to find your name on any of the charity lists where help has been rendered to our poor; in other words, you are not down as contributor to our Helping Hand Society. In fact, in all the movements for the betterment of our conditions, where our community has needed the united efforts of her public-spirited citizens, I have failed to find your name among the list of our contributing merchants. Your name is not on our city tax books, nor do I find where you have paid a city license to do a mercantile business in competition with our home merchants.

These are a few answers to your questions, and I trust you will see the justice of them.

Making Uncle's Fountain Pay.

(Continued from page 656.)

Will was of an active disposition and longed for something to occupy his time, and as he thought of the situation a plan half formed in his mind, and he said to his uncle, who came into the store just then :

"Uncle Henry, I've got a proposition to make : I'm to stay here this summer—you say your fountain don't pay. Now I think it can be made to. If I will take care of it for this season will you give me one-half of what I make it pay more than it did last year ? And will you show me how to mix drinks ? Then, too, perhaps I can learn to help about the store when you are busy."

"I am willing, Will, but you must not stay in the store all the time—you know you are here for your health."

"I know that, but if I get things ready mornings Jim can wait on the afternoon trade if you are busy, and I will stay here most every evening—you know I can't be out in the night air very much."

"All right, Will, it's a bargain, but don't spend your money before you get it, because you won't get much."

"I will be satisfied, but, Uncle Henry, can't we have better syrups ?"

"We could if we made them out of fresh fruits and made them all—you see I buy them ready to use. I know it's expensive, but I am too busy to bother."

"How are your syrups made, Uncle Henry ?"

"Look in that drawer, and you will find a copy of 'The Spatula Soda Water Guide.' They say it's the best published ; read that and then I will try to answer any questions I can."

"All right, I will study this to-day and to-morrow. I am going to begin bright and early— and by the way, I want the boy here early— we will clean the fountain up."

Will took the book and went to his room, determined to learn something. As he opened it he came to the announcement, "To the Beginner." "Guess that's for me," he mused. As he read along he thought, "Those are good pointers, all right, and those modern methods, that's where Uncle Henry fails." When he finished he went out for a walk, and as he walked he was busy thinking and planning. "Now that man knows his business. I am going to try that crushed fruit idea ; no one has tried that here, and the college ice will be so much better. Now I'll make them good and charge ten cents. I must have Uncle get me some good cocoa, and I can make our chocolate syrup and have it fresh."

That evening he had a long talk with his uncle, and the upshot of it all was the uncle agreed to get in a new line of high grade goods and let him try his hand. It would take two weeks to do this, and then they planned to have an opening and let the public know of the change.

Will went to work in earnest. He had much to learn. His uncle got him some nice white uniforms, and he put on a clean one each day after he had his fountain clean. The new sundries and supplies were sent for. When the fruit bowls came Will bought some strawberries and made some crushed fruit. My, how much different it did taste ! That morning the two girls dropped in again. Will greeted them with a pleasant good-morning. "Oh, is that you ?" said the pretty light-haired girl that had attracted Will before. "Yes, I am going to help uncle out this summer ; you ought to try one of my fresh strawberry college ices. They're ten cents and they're worth it. You see we are buying West's ice cream now ; it costs more, but we want to serve the best.

"Let us try one. Say, Bessie, they are the most delicious thing I ever ate. I am going to have Pa bring us all down in the car to-night and have one. No more five-cent college ices for me. Bessie, this is certainly fine."

That evening the big car of the Rothmores stopped at the store and all the family came in. Mrs. Rothmore wanted a chocolate ice cream soda. Mr. Rothmore wanted an orange phosphate. "Now, I call that a chocolate soda. I haven't had anything as nice as that since I was at Hudnut's, in New York, last year."

"I'll take another of those phosphates, young man. Made right from the orange, did you say ? Well, it tastes like it. I am sure we will be down every evening if you keep this up. Say, well, what is your name ? Will ? Well, Will, tell your uncle he ought to have more light. Good-night."

"Good-night. Call again."

"We certainly will," called Bessie, as they left the store.

When they were alone later Will discussed light with his uncle. He had read an article in a drug paper that day on well-lighted stores, and the outcome was that Uncle Henry agreed to the lights.

During the two weeks before the opening business had begun to pick up, and finally Will got his uncle to put a quarter-page ad. in the local paper and to order a thousand roses. He did this to please Will more than because he expected to do any great business.

At last the day came. Will had plenty of everything on hand. To be ready for business, he cleaned the fountain the night before. His uncle laughed, but Will did not mind that. The day was ideal. All the morning they were coming in one at a time. When school was out in the afternoon it seemed that they were all there. Will kept the boy

busy washing glasses, and his uncle helped him all he could. When evening came they came in crowds, walking and in autos. At nine all the roses were gone, and Will gave a knowing glance at his uncle. When at last the door was closed and his uncle counted the cash he announced $87.90. "Well, I declare I would not have believed this town could do that in a week."

Everyone was satisfied. Will enjoyed the work, and in a couple of weeks more hot days began to come, and every day was so good it was finally decided to let Jim go on the fountain and get a boy to run errands until fall.

One day a salesman came in to talk carbonator to Will. "Now, Uncle," he said, "we are paying too much for this carbonated water, we ought to put in a carbonator."

"Will, you are doing so well I guess I will let you have your way."

So Will had the privilege of seeing a carbonator installed and the old tanks disappear and the business grow.

One day, looking over his companion, "The Spatula Soda Water Guide," he spied the directions for making parfaits, and determined to try a fifteen cent special.

It surprised him to see how they took. Then he put in brick ice cream and found there was a good sale for them.

Not only was Will making friends for the store —he was making friends for himself. The Rothmores were regular customers, and Mr. Rothmore asked Will to come out to his house at the outskirts of the city, and he spent many a pleasant evening at the home of the rich manufacturer.

All that season Will kept on improving the service at the fountain; everything was kept clean. A good water cooler was put in, and a glass of ice water was given with each dish of ice cream and college ice. But not only did the soda water business grow; the drug business grew also. Mr. Wetmore had to increase his supply of sundries. The school girls wanted camera supplies and stationery, and he put them in and finally had to hire a clerk to help him on the drug side of the house.

When fall came Will was feeling better and was ready to go back to take up his studies at Columbia University.

The night before he left Will went to call on his friend, Bessie Rothmore, and they sat chatting about things on the big front porch. Bessie said: "Will, how did you make out this summer? You know I was your first customer and I am interested."

"Well, I will tell you. Last night Uncle and I settled for the summer, and he gave me a check for $654 for my share of our summer's work after paying all bills, and he says I can have half the profits each summer if I will come here until I am through College and ready to settle down. You know there is a big back room that uncle has used for a storeroom. Well, he is going to take down the partition this winter and put in a new fountain twice as long, then we are going to have a few tables in back. He says the town is growing, and he must grow, too. The new fountain is to be a dandy, and it's to be in when I come, the first of next June. Until then he and Mr. Jones, the new drug clerk, can manage things. This is going to help me through college. I tell you, Bessie, good, fresh soda and ice cream, kept in a clean fountain and served right and in a pleasant way, just make the people drink."

"I know it does, Will. I remember that strawberry college ice—I can taste it yet. It's getting chilly, let's go into the house. I see they are collecting in the parlor for a sing."

Later, when Will started for the store, Mr. Rothmore said: "Wait a minute, we will run down in the auto. Do you know, Will, I have just the place for you in my business when you leave college, but of that later."

As they were speeding toward the store, Bessie said: "Will, I leave for Barnard next week, so we will meet often."

An Old Tried Remedy.

Mr. Thos. Gibbard, No. 30 St. Francois Xavier Street, Montreal, who is very well and favorably known to the drug trade, has the agency for Canada of Dr. Marshall's Catarrh Snuff, the old reliable remedy for cold in the head, catarrh, ringing in the ears and deafness, which remedy has been sold by the drug trade since 1835. He carries a stock at Montreal for the benefit of the wholesale trade.

The sale of this catarrh remedy keeps on increasing, as there is nothing else made, it is claimed, gives as quick relief for nasal troubles.

The retailers who display it on their counters in the attractive one-half dozen carton in which it is packed, tell us that they sell ten times the quantity now that they used to when it was put up in packages and kept on their shelves, as the advertisement on the carton sells the snuff without any trouble to the salesman.

See their advertisement on page 653.

Chemicals and Explosives.

A very considerable item in the list of exports from Germany to Chile consists of explosives and ammunition, of a value in 1912 of 12,764,000 marks. Other chemicals and preparations thereof exported to Chile in the year concerned were simple chemicals of a value of 747,000 marks, colours and dyestuffs 730,000 marks, and other drugs and chemicals of a value of 645,000 marks.

The Canadian Druggist

Vol. xxvi Toronto, December, 1914 No. 12

Christmas

ONCE again we feel the touch of that wondrous spirit which swings back the years, past the young man period, beyond the callow age, into the time of our happy boyhood.

If we are filled with care, if the world is going hard with us, if things are dull and our prospects gloomy, we are prone to repel this gladsome spirit and remain old and brooding and despondent and matter-of-fact.

Don't do it!

Let the joyous spirit enter. Let care, for a while, lift its heavy weight from your shoulders, and do you be once more a boy again, which you can so easily do.

Be glad! This is the golden text of the great gospel of human sunshine. Wherever you are, or whatever has happened, just be glad. Be glad just because you are here. You are here in a beautiful world, where happiness may overflow eternally in every human heart. Make your life a song and your days a continuous symphony.

If you are tempted to feel discouraged or disappointed, just be glad instead—glad for the many blessings you have and for the possibility of blessings still to come

Being glad may change your fate; for it is said that all things respond to the call of rejoicing; all things gather where life is a song. Be glad, and this gladsome spirit will lift your spirit onto the mountain tops, where you will absorb strength, and courage, and vigor to fight with strength and cheerfulness the daily battle which we must all wage. Be glad, and your vision will be brightened, and your eyes opened to see the possibilities and opportunities which are now hidden from you, and which may usher you into the Land of Good Times.

Let us all be glad and encourage each other in our gladness. Let us shout good luck and Godspeed to each other as our ships meet and pass on the great ocean of life. And then let us work, merrily, cheerfully, hopefully, happily, gladly, and transform into material riches the wealth of happiness that is in our hearts.

This will bring the true Christmas Spirit into our hearts and into the hearts of our fellow-voyagers.

Semi-Annual Meeting O. C. P.

President Jury welcomed after trip around the World—Prof. Heebner takes place of Dr. Fotheringham during his absence at the front—Amendments to the Dominion Poison Act promised by the Minister of Labor.—$500 granted to the Canadian Red Cross Fund.

The fall session of the Council of the Ontario College of Pharmacy was a busy one, much routine business being transacted by the various committees. The first meeting was held on Monday, November 16, and the Council did not finally adjourn until the following Friday. President J.H. H. Jury, of Bowmanville, occupied the chair for the first time during his term of office, having just returned from a trip around the world, much restored in health. All the members were present, as follows: Messrs. Henry Watters, Ottawa; E. W. Case, Picton; C. T. Adams, Sault Ste Marie; E. R. Wigle, Goderich; A. J. Johnston, Sarnia; W. H. Worden, Toronto; G. E. Gibbard, Toronto; H. G. Robertson, Barrie; Alex. Stewart, Guelph; B. Griffin, Hamilton; J. E. McLellan, Galt, and J. T. Pepper, Woodstock.

PRESIDENT'S ADDRESS.

President Jury's inaugural address, the most interesting feature of Monday's meeting, was presented as follows:

To the Members of the Council, Ontario College of Pharmacy:

Gentlemen,—It is with feelings of more than unusual pleasure that I again meet with you around our Council Board, and I trust that mingled with these feelings, I have a proper sense of gratitude that the change of climate and my long rest have fully restored me to my usual health.

In this connection, permit me to sincerely thank you all for your many kind expressions of sympathy and good will, expressed both in private letters and in Council assembled. As this is the first time I have been able to attend a Council meeting since my election to the position of President, I wish to say that I deeply appreciate your kind consideration in conferring this honor upon me in my absence; and, now that I am back in the harness again, no opportunity will be lost in my efforts to further the interests of our College and better the condition of its members to the limit of my ability.

Owing to the insane ambitions of the German Emperor, the Empire of which we form a part has been plunged into the horrors of war since our last meeting, and possibly no branch of commercial life will be affected by the burdens imposed by war to a greater extent than Pharmacy.

In other classes of trade the advance in price has been passed along from dealer to customer, and in this way divided among all classes, but with us hundreds of the increases in prices have had to be borne entirely by the druggist, as so many of our sales are for articles sold at 5 and 10 cents an ounce, and it is difficult to add an increase of 10 to 20 per cent. to such items.

This burden comes doubly hard on articles containing alcohol, every one of which has been advanced by the manufacturers, while in most cases, such as Fluid Extracts, Tinctures, etc., we retailers have to maintain the old price.

On the other hand, there will be opened up splendid opportunities for establishing in our own country manufacturing plants which will not only supply our own requirements, but capture a fair share of the trade of other countries, and there is no doubt but that the "Made in Canada" idea will arouse a spirit of patriotism far reaching in its results.

We all feel proud of our Motherland in her struggle against the oppressor and in behalf of weaker nations. Feeling the justice of her cause we have every confidence in the final results, for the bravery of the British soldier is the admiration of the world and the terror to her enemies

to-day, as it has always been; and while we as peaceful Canadians hope for a speedy termination of the war, yet this hope can only be realized by each man of us doing his part, and we are glad to find that among those who have volunteered for active service Canadian Pharmacy will be well represented.

This brings me to a matter which is well worthy of our consideration as a Council. Private citizens and organizations of various kinds have been showing their patriotism by exhibiting their kindly feelings to those suffering on the battle front in a practical way, by subscribing liberally to the Red Cross Fund; and I believe that a liberal donation to that cause will meet with the hearty approval of every member of the College.

I understand that a Government measure has been, or is to be enacted, which will legalize donations of this kind from Institutions such as ours; and as we will probably be asked for the full grant for the C.P.A. this year owing to the annual meeting not being held, the money issued yearly for that grant would do good service to our country if donated to the Red Cross Fund. I commend this matter to your careful consideration.

Since the last meeting of our Council another pioneer in Canadian Pharmacy has passed from our midst, in the person of the late Dr. William Saunders, of London, who was one of the founders of this College and long associated with its affairs as Examiner, Councillor and President. We all feel the loss of prominent men of his type, and a resolution of sympathy and regret should be recorded on our minutes and sent to his bereaved family.

Before our next meeting, the 1914 edition of the British Pharmacopoeia will be issued, and as the metric system has been adopted in that work, it may be thought advisable to take some steps by resolution or otherwise to encourage the adoption of that system throughout this Province.

It is unfortunate that an article like alcohol, which is used so largely for scientific and manufacturing purposes, should be classed, controlled and taxed in the manner it is. There are two special reasons for this. The first is because it is recognized as being one of the greatest menaces to public health and morals with which the country has to deal. The second is that it is taxed for revenue purposes. I feel that a supreme effort should be made by this Council to devise and submit to the Government some practical plan whereby the duty can be rebated when alcohol is used for manufacturing purposes. One suggestion that I offer is that the duty on alcohol for use as a beverage be increased to a sufficient extent to make up any losses for rebates allowed when it is used for manufacturing purposes.

At the present time we hear on all sides the question: "Why cannot all the chemicals we use be made in Canada?" Up to the present time our government has placed a tariff on alcohol instead lowing the example of Germany by encouraging scientific research and chemical industry in every conceivable way.

From an educational standpoint, Canadian young men, when starting pharmaceutical or other scientific studies are on as good a footing as those in other countries, and with proper encouragement from the Government we would soon have hundreds of chemists in Canada able to compete with those of Europe. The advantages to Canada, as a whole, would be appreciated most noticeably, perhaps, in the development of our mineral resources, which are not surpassed, if equalled, in any other part of the world.

I would suggest that a strong committee be appointed to deal with the whole subject and wait on the government to see if something cannot be done, not only to reduce the duty on alcohol for manufacturing purposes, but also to encourage chemical research, etc.

There has been too great a tendency of late to leave matters of this kind to the C.P.A., but we must remember that more than half of the pharmacists of the Dominion live in Ontario, and are contributing members to the funds of this College.

It is therefore our responsibility as a Council to look after their interests, and not pass it on to any other organization, especially when we are in a position to do it so much more effectively, owing to the fact that we meet twice a year, and our members can be called together quickly at any time without the enormous expense of bringing men from the extremes of the Dominion.

All parties concerned are to be congratulated on the outcome of the negotiations for reciprocity in diplomas between our College and the Alberta Pharmaceutical Association. This agreement is a step forward, and let us hope that in the interests of Canadian Pharmacy as a whole similar arrangements will, in the near future, be made with other provinces.

There is a notice of motion regarding the sale of carbolic acid in the minutes of our last meeting. May I be permitted to suggest that special care be given to this matter so that we will not come to a hasty conclusion and regret it later on. The rights and privileges of pharmacists are slipping away from us one by one, and it is for you to decide whether the physician is better able to tell than the druggist when an article of this kind is to be used for illegitimate purposes, and it is also for you to decide whether the inconvenience to druggists and their good customers will not be unnecessarily increased by making any change in the present law. Will it not answer a better purpose to insist on a proper enforcement of the present regulations rather than change the law?

It is a source of satisfaction to every member

of this Council and to the teaching faculty to know that our College continues to grow in popularity, as evidenced by the fact that a larger number of students are enrolled this term than for many years, and while it may not be expedient to take immediate action, I believe the future welfare of Canadian Pharmacy would be greatly advanced if arrangements could be made to establish a residence in connection with our College.

This idea has long been found of great value in other teaching institutions, and I would suggest that the matter be given your serious consideration, for I believe it would largely increase the service we render the young men coming up year by year to this College. Among many advantages to be gained by a College residence are, 1st, it would hasten the formation of acquaintance among the students, and they would leave college life feeling that they had a common interest in one another and were not simply business rivals. 2nd, It would provide comfortable and respectable accommodation to those coming as strangers to the city. 3rd. An important feature is the training given in its system of self-government. Authority would necessarily rest with the Dean, but responsibility for the conduct of the students in residence and largely in social and public relations, would rest with the students themselves through their executive, thus giving them a training in municipal government on a limited scale, which would have no small influence in the development of men of our profession for public leadership.

Any plan that will result in drawing the members of our College more closely together, and give them a common interest in matters relating to our general welfare will render a valuable service to Canadian Pharmacy, and I know of nothing that will contribute in a greater degree to this than a College residence.

As this is a busy season of the year, I know you are all anxious to get back to your respective places of business as soon as possible, and it is scarcely necessary for me to ask you to be here sharp at the appointed hour for each session.

If it is at all possible to get through with the business in four days instead of five, I am sure you will all do your best to accomplish it.

Nov. 16, 1914.

(Sgd.) J. H. H. JURY.

Messrs. W. H. Worden, C. T. Adams, T. E. McLellan and B. Griffin, were appointed a special committee to report on the President's address.

Report No. 1 of the Division and Infringement Committee, presented by Mr. Wigle, referred to the fact that two coroner's juries had recently censured the careless sale of carbolic acid and other poisons by apprentices and unqualified clerks, and recommended that carbolic acid be retailed in a bottle of distinctive shape and color.

Regarding a communication from the Registrar-Treasurer, stating that the inspectors of the College had found that many of the druggists in the province were employing clerks without educational qualification; one druggist even giving one of his clerks a certificate of having served four years which the latter used to obtain the privilege of writing the qualifying examination of a western province. This examination was passed, and then the Ontario College of Pharmacy was asked to grant her diploma under reciprocal agreement, which was refused. The committee felt that druggists employing this kind of help should be warned and perhaps fined after a reasonable warning.

The report was adopted unanimously.

On the motion of Mr. W. H. Worden, seconded by Mr. T.E. McLellan, the following report on the President's address was adopted:

To the Council of the Ontario College of Pharmacy:

Gentlemen,—We rejoice to have our President with us and to know that he has quite recovered his health again, and we beg to offer our sincere congratulations on complete recovery. It is only fair that having in mind your long and valued services to this College as a member of the Council that your colleagues should offer you the highest gift possible for them to bestow, namely, the office of President.

2. The untoward disturbance of trade conditions are very uncertain of duration, making it difficult to form any general plan for the equal distribution of the burdens imposed on the retail druggist. Local authorities might reasonably be expected to help in this matter.

3. Should the federal authorities give necessary encouragement, we have no doubt that enterprising citizens will start the manufacture in Canada of many drugs and pharmaceuticals hitherto imported. We are entirely in accord with your attitude in ways of reducing the price of alcohol for manufacturing purposes.

4. We concur with the President in reference to the beneficial work of the Red Cross Society, and recommend to the Finance Committee the paragraph referring to this matter. Canada not less than Great Britain is at war to-day, but thanks to our remoteness from the actual theatre of the war, we meet as usual to discuss matters pertaining to our welfare. We feel it to be a pleasure, not less than a duty, to strengthen as best we may the hands of those actually fighting our battles.

5. We note your reference to the passing of Dr. William Saunders, and concur in recommending that a letter of condolence be forwarded to the widow and family, and that the President and Treasurer be directed to draft and forward such letter.

Special Prices when ordered in bulk packages.

The Pure Food Law prohibits the sale of any but strictly pure

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which will sell the goods for you. Our Unfermented Wines can be served hot or cold. We have ten popular fruit flavors. Delicious and refreshing. The

DIAMOND BRAND UNFERMENTED WINES

will be a money maker for you this Xmas and New Year season. 60% profit. The advertising which the Toronto Wines Co. offer you is free. Our expert window dresser's advice gratis.

Read what our Customers say about our Window Displays :

"Your window display was a work of art."—E. H Fraleigh (Druggist).

"We can highly compliment you on your choice of a window dresser."—A. W. Neal (Druggist).

"We found your window display a big business puller."—W. T. Pearce (Druggist).

Toronto Wines Co.

1-15 Saunders Ave., Toronto.

Phone, Park 4585

6. We entirely agree with your suggestion that a strong committee be appointed to wait on the federal authorities and urge for the reduction of the tax on alcohol, and to urge that every encouragement should be given to manufacturers of chemicals, etc., as may be required.

We note with pleasure the marked attendance at the College. The idea of a residence for students is a splendid one, but we do not see how these suggestions can be acted upon for some time.

W. H. Worden,
C. T. Adams,
T. E. McLellan,
B. Griffin.

Report No. 1 of the By-Laws and Registration Committee was adopted. It was presented by Mr. A. C. Johnston, as follows :

1. Re Bernard G. Miller, of Wallaceburg, who asks to be registered as an apprentice from Sept. 1, 1913 ; we recommend that same be granted upon his furnishing a statutory declaration of his having served from that date.

2. Re Sylvester J. Reid, Brantford, who asks to be recorded as an apprentice from July 1st, 1912. We recommend that he be recorded from July 1, 1914, which is the time he secured his fifth subject entitling him to be recorded.

3. Re Charles A. Brown, of Dunnville, who asks to be reported as an apprentice from August 30, 1911. We recommend the same be granted, he having fulfilled the requirements.

4. Re Harry P. Wunbery, of Toronto, who asks to be recorded as an apprentice from October 1st, 1913. We recommend that his request be granted, he having fulfilled all requirements.

5. Re William F. Melvin, Stratford, who asks to be recorded as an apprentice from September 10, 1912. We recommend the same be granted, he having fulfilled all requirements.

6. Re Maude Alice Todd, of Toronto, who asks to be registered as an apprentice. We recommend that the request be granted, the apprenticeship to date from such time as is covered by a statutory declaration to be furnished by her preceptor.

7. Re Frederick Bowden, of London, who asks to have his time served with Cairncrosse and Lawrence accepted. We recommend that the same be granted, he having produced satisfactory statutory declarations that the time was served.

The Registrar-Treasurer presented his semi-annual report which showed the state of the College finances to be very satisfactory. Physicians who registered during the half year were : Dr. G. G. Little, Walkerville ; Dr. J.A. Dixon, Sudbury; Dr. St. Pierre, Ford City ; Dr. H. B. Andrew, Sunbridge ; Dr. Osler M. Groves, Carp ; Dr. G. M. McDougall, Harriston ; Dr. Geo. E. Eakins, Port Arthur ; Dr. J.A. Devlin, Napanee.

On Wednesday, the Council met at 2.30. President Jury in the chair. Mr. Henry Watters presented Report No. 1 of the Education and Research Committee. There was considerable discussion regarding clause No. 2, which suggested a reciprocal registration agreement with the Pharmacy Board of Victoria, Australia, but the report was finally adopted as follows :

1. Re loss of diploma in the mails of H. J. Halin, Waterloo, Ont., your committee would recommend that a new diploma be issued to him without any expense, and that his remittance of $5 be returned, he having exhausted every known means of tracing the missing document.

2. Your committee, in possession of knowledge that some of our students have had correspondence with the Pharmacy Board of Australia, would recommend that the Registrar-Treasurer be instructed to communicate with that body, inviting consideration of the establishment of a reciprocal registration agreement and forwarding copies of our calendar, Pharmacy Act and By-Laws, as evidence of our standing, and requesting similar evidence from the Victoria Board of Pharmacy and also a reply from that body as to its disposition in that regard.

3. Re application of Ivan R. Douglas, Ontario, who requests that his apprenticeship in registration be recorded in 1910. Your committee would recommend that it be granted, and full apprenticeship standing be accorded him as soon as he presents evidence of having passed in Algebra.

4. Re application of J. W. Yeomans, Steelton, Ont., your committee would recommend that his request be granted, and that a duplicate diploma similar to the one dated August 7, 1879, be issued to him, he having paid the necessary fees.

5. Re application of N. J. Munish, Tolland, Alta., who applies for the privilege of taking the senior course at this College and the qualifying examination. Your committee would recommend that it be granted on production of evidence of having served an apprenticeship of at least four years, and documentary evidence to show that he is entitled to be allowed the junior course.

Report No. 1 of the Finance and Property Committee approved the Registrar-Treasurer's semi-annual report, and recommend that lectures on First Aid be free to all graduates and students of the O.C.P., and that the fee for examination for the St. John's Ambulance Diploma be paid an official of that institution by those taking part.

Clause 4 was as follows :

"In view of the urgent need of assistance in carrying on their work, we recommend that the sum of $500 be given to the Canadian Branch of the Red Cross."

During the discussion which followed the reading of this clause, it was suggested by Mr. Stewart that the gift take the form of special supplies

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of some kind, but Mr. Watters said he had been informed by an official of the Society that money was what it needed most. The Council adopted the report unanimously.

Some of the members wished to make a similar grant to the Belgian Relief Fund, but no action was taken.

The Council met at 2.30 on Thursday, President Jury occupying the chair. Mr. Henry Watters presented the second report of the Education and Research committee, as follows, which was adopted :

1. Re application of Norman Carter, Sault Ste. Marie. Your committee recommend that he be recorded upon presenting evidence of apprenticeship service in the form of a statutory declaration from Mr. C. A. Nettleton, of Penetang, and also show evidence of having passed an examination in the lacking subjects.

2. Re application of T. T. Barnes, Sault Ste. Marie, Ontario, who asks for a new diploma. Your committee recommend that it be granted upon the presentation of the statutory declaration and the payment of the necessary fee.

3. Re inquiry of Wilfrid C. Labdl , Ottawa, on behalf of Paul Turgeon, as to his educational standing for the purposes of O.C.P. matriculation. Your committee would recommend that he be informed that on presentation of documentary evidence of standing required by this College, that his application for registration be given due consideration at June meeting of Council.

4. Re request of Mr. Bottom, Toronto, a certified druggist of Holland, for information regarding his status under the Pharmacy regulations of Ontario. Your committee recommend that he be informed that it is impossible to legalize his practising of his profession of pharmacy in this country unless he take the junior and senior terms of our College course and pass the qualifying examinations.

5. Re request of A. P. Cecil Ferguson, Rockland, Ontario, for a diploma that was lost. Your committee recommend that same be granted, he having produced satisfactory evidence and paid the necessary fee.

6. Re reciprocal agreement with the Alberta Pharmaceutical Association. Your committee would approve its execution by the Vice President, Mr. A. E. Johnston, and recommend its adoption by this College, and would suggest that it be printed in the minutes.

The second report of the By-Laws and Legislation committee, which was also adopted at this meeting, was as follows :

1. In the case of apprentices leaving their original preceptor and taking another situation to complete their apprenticeship term, your committee recommend that it be adopted as a regulation of this College that such apprentice shall be required to take out a new agreement with any future preceptor and register the same with the Council and pay a fee of $1 for said registration.

2. Re the recommendation of the Infringement Committee regarding the sale of carbolic acid in a distinctive bottle. Your committee recommend that they be authorized by this Council to make application to the Legislature of the Province of Ontario at the next session to have the Pharmacy Act so amended that this additional safeguard to the general public may be inaugurated.

3. Re J. R. Spearman, of Forest. We have reported in this case before, and having no further information have nothing further to report.

4. In reference to the effort of the C.Ph.A. to secure amendments to the Dominion Poisons Act, your committee is pleased to report that the Hon. Mr. Crothers, Minister of Labor, has expressed to our Registrar-Treasurer his willingness to comply with the request of the C.Ph.A. by enlarging the scope of the Act and providing the means of enforcing. Your committee therefore recommend that the C.Ph.A. be urged to press this matter, and that this Council act in conjunction with them to secure needed amendments.

5. Re the matter of registration of B.P. preparations under the Proprietary and Patent Medicine Act, referred to this committee by the Infringement Committee. We recommend that this infringement be called to the attention of the Inland Revenue Department at Ottawa, and urge them to see that the Act is complied with.

The business of the session was concluded on Friday forenoon, the Council meeting at 10 o'clock.

Report No. 3 of the Committee of Education and Research was adopted as follows :

1. In the matter of Ivan R. Douglas dealt with in report No. 1 of this committee, we would recommend that in as much as statutory evidence has been produced that this apprentice was in possession of documentary evidence of high educational standing that his apprenticeship be registered from July, 1910.

2. Re Canadian Formulary. Your committee would recommend that the Pharmaceutical Journals be invited to solicit suitable and durable formulas for insertion in the next issue ; that the Registrar-Treasurer be instructed to secure tenders for publication of 2000 copies and report at the June meeting.

The Council may appreciate the information that of the two issues of 1,500 copies which have been provided since 1908, that the total cost to the College, after all expenses have been covered, is $149.53.

(Continued on page 701)

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Suggestions for Window Displays for Xmas.

On the following pages we give several window displays, which have been received from subscribers in various parts of Canada.

About the care of windows much has been written, and much more has been accomplished by live druggists. Probably the first thing a clerk learns from his employer is to keep a good stock, and keep it clean. You hear the same old thing in all the drug journals, and yet, as we pass along the streets we see many drug stores which have ignored this advice absolutely. Some druggists are not sufficiently businesslike, others do not believe in changing their windows frequently. There are many other excuses put up by druggists who are not sufficiently aggressive. There is no doubt that to-day your window display is one of your most important factors. It will attract the public; it will help sell your goods.

DOLL COMPETITIONS.

Last Xmas was a very good one for competitions of various kinds. Probably the doll came in most of them. Competitions of this nature can be made very profitable if properly handled. Last year one of our subscribers made a very nice profit in this way, besides getting a good deal of advertising free.

Some druggists get the idea that to make an attractive display it is necessary to resort to some freak idea, something startling. This is ridiculous. Nothing startling is necessary. Just a well-thought-out display with a few seasonable lines. But you must first of all study out what the people want. At a time like this there should be no difficulty in dressing your window. There are many articles suitable for Xmas presents, and these with the aid of a few decorations can be made a very fine display.

Speaking of doll competitions, one druggist was known, during last Xmas season, to sell over $25 worth of goods to each of six families, and over 50 other families spent over $5 each, and others a less amount. The first prize doll cost about $7.50 and the second about $4.50. This will give those druggists who have never tried this sort of thing, a fair idea of what can be made. Of course you cannot expect to get results without working hard for them. It needs much time and thought and planning to successfully conduct such a competition.

The writer visited a western drug store a few weeks ago. The store was "jammed" full of goods, and yet there was nothing "particular" in the store. The goods were so arranged that it was impossible for a customer to get a good look at anything. The window display was poor—in fact, very poor. Seasonable goods were pushed at the far end of the store, when they should have been either in the window or else in the show case where they could be easily seen and examined.

CUSTOMERS LIKE TO HANDLE GOODS.

Nine customers out of every ten will handle the article before purchasing it. It is a strange thing,

but a fact, nevertheless. If it be only a tin of talcum, the average customer will pick up the tin and look it over. If the articles are stored away at the end of the store or on the top shelves, it goes without saying, you are losing trade.

I am speaking now mose particularly of seasonable goods. Of course you cannot have everything in the show case or in the window, and therefore, it is a very simple matter to decide which should be prominently displayed.

Get Back to Normal.

Some people say that there are many of us who as yet do not fully realize that we as a people are at war. We are surely given every opportunity to realize it, short of actual hostilities in our midst. The newspapers discuss every other interest with a paragraph; there is no other subject of discussion where men meet. The pulpit has put the gospel to one side for the time and preaches war, our fitful slumber is broken by the shrill cries of war extra, and our spare moments and devoted to patriotic movements and learning to shoot. It seems hard to imagine how the subject could be more fully brought to our realization.

We would be none the less patriotic if we gave less attention to the exciting features and turned our energies to more practical things. We should not wait for dire necessity in other parts of the world to seek our products. The manufacturers of Canada should organize a world-wide campaign for greater business, and thus take advantage of the greater markets now open to us.

It may mean greater enterprise, the investment of more capital, the trying of experiments. We should be as brave in this as our brothers are in facing the shot and shell on the battlefield. The man who increases his business interests during the next twelve months may be as much of a hero as those who will earn a Victoria Cross.

A mud-turtle has a good way of avoiding danger. He withdraws into his shell and keeps still. There are a great many human mud-turtles in business, especially in these parlous times. What we need is enterprise, an earnest study of the business situation, and a united effort to extend operations rather than retrench.

There are many firms withdrawing their travelers from the road. It will not be long before they discover that the other fellow is getting their trade away from them. It is just the time to keep the men out, and although the travelers may have

to work a little harder to get orders, they will get them, and energy will as surely breed energy as day follows night.

Wonders of Gold-Beating.

Gold-beaters can reduce leaves of gold so thin that 282,000 must be laid upon each other to produce the thickness of an inch, yet each leaf is so entirely free from flaws that one of them lain on any surface, as in gilding, gives the appearance of solid gold. They are so thin that if formed into a book, 1,500 of them would occupy the space of only a single leaf of ordinary print paper, and an octavo volume of an inch thickness would have as many pages as the books of a library of 1,500 volumes with 400 pages in each book. Still thinner than this, too, is the coating of gold upon the silver wire of the trimming known as gold lace.

Na-Dru Co.

The National Drug and Chemical Co. of Canada have recently sent out a circular to every retail druggist in Canada, boosting Canadian made goods. Apart from the circular letter there was enclosed a circular giving two window displays of Canadian made goods.

These displays were very attractive, and apart from the good impression conveyed in relation to boosting Canadian made goods, the display should be of some assistance to druggists in dressing their windows.

Waiting on Customers.

By Chas. O'Connor

Written Specially for Canadian Druggist.

Every retail success of the past ten or twelve years has been founded on one idea—that of service to the customer. The popularity of a retail store and its ultimate success depends largely upon the treatment accorded to customers by clerks. An obliging and competent clerk is considered a stronger magnet for attracting steady customers than cut prices. The satisfied customer is what your employer wants and you play an important part in keeping a customer satisfied.

Familiarity with store rules is your first requisite. Find out just how far your authority extends in making arrangements with the customers as to,—refunding money on unsatisfactory purchases, exchanging goods, substituting goods, delivering goods, cutting prices, guaranteeing goods, special discounts to physicians, nurses, hospitals, religious institutions, dentists, chiropodists, hotels, big buyers, and out-of-town customers, cashing checks for accommodation, free use of telephone, meeting competitor's prices, granting credit, C.O.D. sales.

Every store has a settled policy covering all these problems, relating to the treatment of customers. This policy varies according to the trade custom of the town, or the peculiarities of the people. Find out just what your employer's position is. If he hasn't printed rules, get his ruling on each problem and write it down in your note-book. Then you won't have to run to your employer for advice on any of these problems. Again, if any of these problems come up while your employer is out you could settle them yourself and not be obliged to tell the customer to come in again and see your employer about this or that. Suppose, for example, a lady bought a bath brush, after reaching home she changed her mind and decided to return it and get her money back. Would you give her the money or offer to exchange the bath brush for some article or articles of like amount? The lady bought the bath brush fair and square; there was nothing out about it; yet, she wants her money back. If the policy of your employer is to refund money only when the goods are not satisfactory, you cannot do it in this case because the goods were neither damaged nor unsatisfactory. If his policy is not to refund money on a regular purchase but to exchange it for some other article, then you cannot give this lady her money back, but you can exchange the goods for something else.

Many employers refuse point blank to refund money on goods clearly sold without misrepresentation, but they are willing to exchange them. Other employers will send to the home of a customer, procure the article purchased and cheerfully refund the money. They realize that people often change their mind after they get home, and if they are not satisfied with the purchase and cannot get their money back they get sore on the clerk that made the sale and on the store where the sale was made. It is up to you to find out just how your employer stands on the money-back problem.

Now, about exchanging goods. Most druggists will do that with the exception of rubber goods. That is a hard question to settle. Be sure and find out how your employer stands on exchanging rubber goods. Will he exchange them if they have pinholes in them? If they break at the seam? Will he take back hot water bottles after they have been in use a year? Will he exchange a syringe if the tubing is brittle? The exchange of rubber goods has been so often abused by customers that many druggists have shut down on exchanging them, and print slips to that effect, which are enclosed in every package of rubber goods sold.

My experience has taught me that customers are very touchy about rubber goods, and every clerk should be instructed just how far to go in exchanging them. It is an easy matter to lose a good customer by wrangling over a hot water bottle or fountain syringe brought back to be exchanged.

Another point you want to be careful about and that is in guaranteeing goods. Drug clerks are too apt to guarantee goods without authority, and they make a lot of trouble in doing it. When you tell a customer that you guarantee a hot water bottle for a year, state just what the guarantee covers. As a rule, a guarantee on a hot water bottle merely covers the workmanship and the quality of the rubber, not the service. If you are not careful in stating the limits of the guarantee your employer will have quite a collection of delapidated, torn, pin-holed hot water bottles to make good. He will have to back you up. He won't get much satifaction in telling the customer that you exceeded your authority.

I notice, of late, that it is quite a common occurrence for customers to ask, "Do you guarantee this?" "Do you guarantee this to do the work?" "Do you guarantee this to cure?" They will ask it of skin foods, healing ointments, headache powders, cough cures and many other articles.

There are but few articles in a drug store that can be safely guaranteed, and those few you can find out from your employer. You can tell a customer that such an article will be a great help to him, will ease his pain, that it has helped many

THE DRUGGISTS

OF THE DOMINION OF CANADA

know who their FRIENDS are.

They remember that

Dr. Pierce

was the first to inaugurate the

SERIAL NUMBER-DIRECT-CONTRACT PLAN IN CANADA.

In consequence,
the druggist reaps a good profit on all
Dr. Pierce's Family Medicines.

It doesn't pay to give the customer any thing but Dr. Pierce's medicines when called for.
Remember you always get

Full Profits

on Dr. Pierce's goods.

others. To run on in this style isn't committing yourself, but when you talk guaranteeing too freely you are getting your employer in deep water. Be careful about counter prescribing. Recommend articles for ailments, but don't prescribe them.

Substitution loses many customers in a drug store. What stand are you going to take on that? When a customer asks for a bottle of Miles' Nervine are you going to give it to him or try to sell him a bottle of Freeman's Nerve Elixir? Some customers will take the substitute, others will just tell you that they won't take either but will go out and go to a store that makes a habit of giving their customers what they ask for.

Of course you must understand that if the customer leaves a loop-hole for you by asking if you have anything better than the article called for, if he asks for something you can recommend in its place, then you are not substituting; for the customer was only half convinced in favor of the article, and your good salesmanship swung him over to your employer's article.

It is a safe rule to sell a customer what he asks for, unless he gives you a good opening and plainly shows that he is willing to be persuaded to buy some article other than the one called for. You are perfectly safe in suggesting other goods. A mild form of suggestion doesn't hurt a customer's feelings. It is good salesmanship. On the other hand, the main point to keep in mind is that the customer must leave the store satisfied with his purchase and his treatment. You must be guided in all such cases by the stand taken on the subject of substitution by your employer and your own supply of tact. It is one of the hardest propositions that I know of for a drug clerk to handle. A false step loses the customer. It will take all the tact you possess to engineer the sale and keep the customer satisfied.

Delivering goods free of charge is nowadays a common practice. The big drug stores usually deliver free within the five-cent fare limit and beyond that if the order includes a certain percentage of own goods. Drug stores in the suburbs of a large city use boys for delivering goods free throughout the zones of commerce of their stores. Post yourself whether your employer delivers them anywhere in the city or to just the immediate vicinity of the store. When a customer asks, "Do you deliver goods?" it is pretty hard to say no. I have delivered goods many times when the cost of delivery exceeded the amount of the order. On the next order, however, a good profit was made. If your employer delivers goods, be sure to tell the customer so in a pleasant way, even if it is up to you to walk a mile through the snowdrifts.

Cutting prices is a hard problem to solve. If your employer is at dinner and a customer refuses to take a bottle of Phillip's Milk of Magnesia because you charge him 50 cents, and he says he can get it down the street for 39 cents, will you let him have it for 39 cents or will you lose the sale?

Again, if he wants a four-ounce bottle of peroxide and you charge him 25 cents and he tells you the store up town sells it for 10 cents, what are you going to do?

A proprietor of a store hates to lose a sale, and he certainly doesn't want his customers to get the habit of going to a competitor even for two or three articles. Get authority from him as to just how far you can go in meeting prices quoted by customers. Don't wait until the occasions arise because then the sale and perhaps the customer is lost.

Discounts and rebates often cause trouble. One customer hears that another gets a special discount so he wants it. Physicians, nurses, institutions, hospitals, religious societies, clerks, store keepers, clergymen, chiropodists, dentists, specialists, big buyers, out-of-town customers, and I don't know how many others, not only ask for discounts, but get them. This privilege can be greatly abused and often times drug clerks will give 10 per cent. discount to some clerk in a clothing store who gives them 10 per cent. when they buy their clothes there.

Do not overdo this discount business. Learn its limitations from your employer. Get his ruling, then use everybody alike. Most employers nowadays won't stand for the 10 per cent. discount to clerks in other lines of business.

Cashing checks for customers is rather risky. It is hard to turn down a good customer when he wants a check cashed for accommodation, yet it isn't a good practice to cash checks too generally. Most employers make it an iron-bound rule not to cash checks for anybody. But there are exceptions to this rule and these exceptions you should know lest in your strict observance of the rule you might offend a few of the store's best customers.

Observe the order in which the customers enter the store and wait on each in his proper turn. If there is anything that will make a customer sore it is to have somebody else waited on ahead of him when it is his turn next. I have noticed in a barber shop that the head barber always marks the order of the customers' entrance. Then when the call "next" comes and two or three start to move, or if everybody hesitates, the head barber will say, "That gentleman sitting near the window is next."

Many drug store customers walk right out if they are not waited on in their turn. It is a hard thing to keep track of customers when you are busy, but you can do it fairly well with a little practice. If, when they come in, you nod to them or ask them to be seated, they are recognized, and they feel that their rights are respected. "I'll be at liberty in a minute," "you

will have only a short wait," "another clerk will be here in a minute," or some similar talk will hold a customer for a while. Say something, nod, bow, motion them to a seat. Do something. Don't let them go out. The customer's presence in the store must be recognized. Burn that rule into your brain. It is a money-maker.

When the customer approaches look him or her straight in the eye and say "Good morning, Madam," or "good morning, Sir." Never use lady or mister. Talk straight to the customers, not to the air above them, or the floor under them, or to the showcase beyond them.

Never argue with a customer. If he wants to have his say about a thing let him have it. He may be right. As far as you are concerned he is right. The customer is always right. That is the stand taken by the big stores. It should be your stand.

The exacting customer is another tough proposition. The customer you hate to see. The one that, the minute he enters the store, makes the atmosphere look gloomy. The crank, the dyspeptic, the irritable, the can't-be-satisfied, all these types of customers will confront you. Every drug store has them. How are you going to handle them?

The fussy, grumbling customer, who kicks at everything may be one of the best customers the store has. Although you hate him, you must greet him with the best smile you can raise. Treat him as a welcome visitor even though your heart sinks into your boots at his approach. Let him pick out the flaws in the goods; let him doubt your judgment; let him do all the talking; he has got to unload what is on his mind before he will begin to buy. It will be a good test of your self-control, and it will take all your reserve supply for some drug store customers certainly go the limit.

It takes all kinds of people to make a world, and a drug store certainly gets a representative of each kind. You will meet many customers that you won't like, but your employer needs their money.

WOMEN CUSTOMERS.

Women require extra attention. They are used to it and are quick to notice any inattention. Always speak to them whether you wait on them or not. If you know their name, call them by name, exercising due care, of course, not to be too familiar with those you hardly know at all. They like to be known as good customers of the store, and will often introduce themselves in an informal way to a new clerk. If the new clerk isn't friendly he antagonizes the women customers at once.

Every woman, whether pretty or homely, rich or poor, well-dressed or poorly dressed, young or old, is entitled to the very best service you can give her. Wait on her just as you would like to have a clerk in another store wait on your own mother or sister. No doubt, you have heard your mother and sister speak of the poor treatment they have received from clerks in different stores. "Such a clerk is a crank. Another one is always hateful. Another is mean to every customer, it is a wonder the management stand for it," is about the way they talk.

Somebody's mother and sister will talk that way about you, too, if you don't give them the best service at your command. Women form a big percentage of a drug store's customers, and no druggist ever likes to lose a woman customer. They are sensitive and sometimes unreasonable, yet you must extend them every courtesy possible. A drug store couldn't get along without the woman customer.

Children are even more pleased by a little attention than women. Put your hand on a child's shoulder or twist one of her curls around your finger and you have her smiling all over. Such a little attention has made her your friend. She has enjoyed her visit and has got for her penny not only a stick of candy but a little touch of kindness and attention, and she will sound your praises to her mama and papa when she gets home. Suppose you hadn't received her kindly, then when she got home she would say something like this, "Mama, there is an awful tough boy down to Freeman's drug store. When I went there to-day to buy some candy, guess what he said? Well he said, 'hello, kiddo, does your mother know you're out? hurry up and pick out your candy, I can't hang around here all day. Hurry up and get out.' That is just what he said, and I think he is mean, mean, mean." That would put you in wrong with the child, her brothers and sisters, and her parents.

It is a source of great pleasure to parents when people make much of their children. When they show them any extra attention. You are probably proud of your little sister and like to have her well treated when she goes to the different stores to spend her nickel and her penny. You wouldn't stand for your sister being treated the way some clerks treat children in stores. Among my acquaintances to-day are several young men and women of eighteen years of age whom I first met as lollypop or taffy-on-the-stick customers when they were six or seven years old. They kept on trading at my store all the time while they were growing up.

When you make friends with a child you make friends with the entire family, and many of the children you are waiting on to-day may some day be customers in your own drug store. Take special pains with the children. Their happy faces shed many a ray of sunshine and afford some relief to the monotony and drudgery of drug store

life. Speaking for myself, a drug store without children customers would be as dreary as a bleak November day without a glimpse of the sun. Children should be as welcome in every drug store as the sun's rays are after a snowstorm.

ONE TELLS THE OTHER.

New customers require a little extra attention in order that they may be favorably impressed with the store. Many chance customers are made permanent customers by favorable impressions resulting from their courteous treatment by clerks.

It is easy to pick out the new customers. Make their visit to the store pleasant. Make them feel that they are welcome. Ask them to call again. Tell them if it isn't convenient at some times to call, to phone their orders and they will be delivered free of charge. Perhaps a new family has come to live in the zone reached by your employer's store. Your employer may have written this family a personal letter or sent them a circular. In response to this appeal the members of the family come to the store to trade. It is then up to you to make good the statements made by your employer in that letter or circular, regarding the store service to the customer, store system, etc.

New customers, if pleased with the treatment, influence their friends and relatives to trade where they do.

Let me give you an illustration of this. While writing this article I went to see a chiropodist. Just ahead of me was a lady from a town eighteen miles distant. While the chiropodist was working on me, I said to him, "Doctor, how have you built up your business? Do you advertise for patrons in the surrounding towns? How do they learn of you and your work?" His reply contained but four words, yet it expressed the result derived from the policy of pleasing customers. This was the reply: "One tells the other."

Then I said, "That speaks well for your work and your treatment of your patrons, Doctor, for this word of mouth advertising is the best kind of advertising on the face of the earth, because a satisfied customer not only advertises you but endorses your work and its methods. He is both an advertisement and an endorsement." To this the doctor replied, "You are right, there is nothing like it. My patrons come from every town and village for twenty miles around here and even come from New Hampshire and Vermont, and all because 'one tells the other.'"

It is this policy of pleasing customers that builds up retail successes. Have you ever wondered why one or two stores in your own town get more business than the other stores in the same line? The line of goods may be the same, the prices about on a level, the offerings in the windows and on the tables and counters may be everywhere just about the same.

What is the factor that has lifted a few stores so far above the others? You will find that it is their clearly defined policy of pleasing customers. This policy is carefully planned, strictly adhered to, and continually supplemented. The customers are given good values, truthful statements and fair and honorable dealing. Their complaints are welcomed, and handled diplomatically, and with pleasant, not sour, faces.

The store that treats the customer just as courteously when he returns goods for exchange or to lodge complaints as at the time when the goods are sold, gets the business in his line. Every time a customer buys an article he will be either satisfied or dissatisfied with his purchase and the treatment he receives. While he may be perfectly satisfied with the article purchased, the treatment afforded him at the time of purchase may have been such as to drive his future trade away. If he was satisfied with the treatment but dissatisfied with the goods he must have the very best attention when he returns the goods.

Dealing with the buying public is a big problem. The big department stores study this problem from every possible viewpoint. Their success depends on "service to the customer." One big department store has formulated this set of rules, which is now in force:

Always be on the alert for customers, and step up to them as soon as they approach your counter; assist them all you can by showing goods freely and giving them the benefit of your experience.

Wait on your customer pleasantly and never misrepresent anything, show goods willingly and plenty of them, explain the merits of the article fully, and answer all questions politely and truthfully.

If you are not positive, ask for the information from fellow-clerks, the floor-manager or the buyer of your department.

This will help your sales.

If you are attending one customer, inform others waiting that you will be through presently.

All clerks must acquaint themselves with the location of the different departments and stocks, so as to properly direct customers.

Be courteous and accurate in directing them where to find merchandise in your stock, or in other departments.

If not certain you can give information correctly, call your floor manager.

Visitors and strangers should receive special attention, but do not allow your friends to consume your time by visiting with you.

Accord the same attention and politeness to all customers alike, rich or poor.

Do not subject anyone to the annoyance of uncivil attention on account of personal peculiarities, or manner of dress.

THE NEW NON-ROLLING ROUND NURSING BOTTLE

"IT" STANDS GOOD. "IT" LIES QUIET.

It is made in beautiful white flint glass, is handsome, and sells. Canadian trade supplied by the Richards Glass Co., Toronto, Canada, and lettered with your name if desired.

T. C. WHEATON CO.

Expert Bottle Blowers

N. Y. Office: 132 Nassau St. - MILLVILLE, N.J

Pharmacy BY MAIL

Stay at home while you study Pharmacy. We teach you by mail. We give you the same instruction that you get at college. Our course is adapted to the individual needs of Canadian students who contemplate a change into the States or take Pharmacy board examinations. Hundreds testify to the great value of our course. Write for our prospectus and particulars. Our terms are easy.

The Ohio Institute of Pharmacy, Columbus, Ohio

J.E.R. & Co.

Do You Want Window Letters or Any Kind of a Sign?

—WRITE—

J. E. RICHARDSON & CO., 147 Church St., TORONTO, ONT.

WILLIAM MATHER, LIMITED

MANCHESTER

Manufacturers of Up-to-date Surgical and Pharmaceutical Plaisters of every variety

India-Rubber Combination Plaisters

Strengthening Capsicum and Belladonna of guaranteed B. P. and B. P. C. Strengths.

Surgeons' Rubber Adhesive on Metal Spools
Mustard Plaisters
Corn Plaister, Arnicated
Court Plaister, Perforated

} Equal to any in the Trade

Price List and Samples sent on application to

London Export Agents:

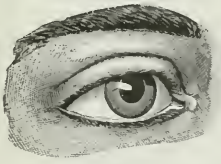
Mace & Haldane, Ltd.

94 Milton St., London, E.C.

Agent for Canada:

Thomas Gibbard

30 St. Francois Xavier St., Montreal



OPTICS and OPHTHALMOLOGY

WITHIN REACH OF EVERY DRUGGIST

LISTEN!! OUR STAFF DOCTORS conduct a demonstration at your store, and advertise it far and wide. Bring Eye Sufferers and Optical Buyers. Teach you the sure safe methods, without loss of a single day. Build an optical practice worth thousands, which you are enabled to carry on.

WRITE TO-DAY. THIS SEASON'S BOOKING NEARLY COMPLETE.

ROYAL COLLEGE OF SCIENCE, West Queen St., TORONTO, CANADA

This set of rules covers a good deal of ground and can be applied in general to a drug store. The big department stores spend immense sums every year to further perfect their store system and to guarantee the best possible service to the customer. The next time you go to any store to do your trading, notice how the clerks will wait on you. See how quickly you will resent any slights and inattention and how pleased you will be to be waited on in your proper turn and in a courteous and pleasant manner. When you wait on a customer, "put yourself in his place" and treat him just like you would like to be treated yourself.

To sum up—the best service to the customer results from familiarity with the store rules relating to refunding money, exchanging, delivering, guaranteeing, substituting goods, meeting prices, special rebates and discounts, accommodating customers by cashing checks, allowing them free use of the telephone and other privileges. The practice of self-control when dealing with the exacting, fussy, grumbling customer. Special attention to new customers. Extra attention to women customers. Patient and pleasant treatment of children—the sunshine of the store.

Treat all customers at all times in such a manner that their visits to the store will be like pleasure trips. Then, when anyone asks you how your employer has built up such a successful business, you can say, that it is on account of his policy of continually pleasing the customer so that "one tells the other."

Personal.

Dr. Frederick B. Power will retire from the directorship of the Wellcome Chemical Research Laboratories, London, Eng., on the first of December in order to return to the United States of America, where, for family reasons, he will make his future home. His period of service dates from the foundation of these Laboratories by Mr. Henry S. Wellcome in the spring of 1896.

The high character of research work carried out in these Laboratories during these eighteen and a half years by and under the immediate direction of Dr. Power stands without parallel in his department of science. It has been truly said that Dr. Power has, during the period of his administration, inaugurated a new era in his field of research in England.

Dr. Power will be succeeded by Dr. Frank L. Pyman, whose researches and contributions to chemical science are well known. The character and policy of the Wellcome Chemical Research Laboratories will continue as in the past.

Window Display.

Some time ago a display was noticed in the window of a Toronto drug store. It was not so attractive in regard to its beauty, although this was not lacking by any means, but the main features in the decoration were originality, ingenuity of arrangement, and the application of a familiar quotation to the display in question. A brief description will show how these characteristics were brought about. A collection of several pictures, daintily gotten up in passepartout style, represented the "seven ages of man" in a clever and striking manner. These were all colored lithographs—fairly equal in size, selected and clipped from magazines, and designated what they were intended to represent very appropriately. For the "Infant" was the well-known picture of a baby in a bath tub, reaching out its hand for a cake of soap; the representative picture of "The Last Age" was a very feeble old man, seated in a sort of "Grandfather Smallweed" arm chair; a night scene, in which a sentimental youth, in picturesque costume, was playing a guitar beneath his lady's window, depicted the "Lover."—and so on, pictures equally as interesting and representative illustrated the remaining ages. Before each picture were placed articles, especially suitable to the individual needs and requirements of the personages portrayed, useful articles, which could readily be procured by stepping inside the store.

The flooring of the window was covered with pale yellow crepe paper, bordered with brown, while a brown silkoline curtain formed an excellent background for setting off the whole display. Two boxes, of suitable size, (one slightly smaller), draped with white cheesecloth, and placed one on top of the other, formed the base for a bust of Shakespeare, while, resting against this was a large, white card, on which, (printed in old English type) were the famous lines from "As you like it," beginning thus:

> "All the world's a stage;
> And all the men and women merely players,
> They have their exits and their entrances,
> And one man in his time plays many parts,
> His acts being seven ages. First the Infant," etc.

The pictures, with their accompanying articles suitable to the ages represented, were placed uniformly and artistically around the bust, which was the central object. The three pictures representing the "Infant," the "Schoolboy" and the "Lover" were arranged at equidistant positions to the right of the bust, that of the "Soldier" was before the "Bard of Avon," while the remaining three older ages, the "Justice," "The Lean and Slippered Pantaloon," and the "Last Age," occupied corresponding positions toward the left.

Some of the articles placed around the pictures were the following: For the "Infant," a a feeding bottle, a cake of "Baby's Own Soap," a bottle of soothing syrup, a powder puff, teething rings, etc. For the "Schoolboy," a package of chewing gum, a box of assorted chocolates, a package of lead pencils, and some sticks of licorice. For the "Lover," a box of note paper, some sealing wax, a box of pomade, a bottle of heart pills, a manicure set, and a small mirror. For the "Soldier," the appropriate collection consisted of a box of salve, a bottle of "Radway's Ready Relief," a thermos bottle, a package of court plaster, a box of antiseptic batting, a chest protector, and a tin of tobacco. For the "Justice," a box of shaving soap, a shaving brush, a bottle of hair tonic, a safety razor, a bottle of vichy water, a package of sea salt, a sponge, a hair brush, etc. To the Sixth Age, "The Lean and Slippered Pantaloon," the following offerings were allotted: a pair of spectacles, some bunion plasters, a bottle labelled "Cure for Rheumatism," a box of catarrh cure, a bottle of camphorated oil for stiff joints, a tonic, a bottle of eye water. The needs of the "Last Age of All" were supplied by a hot water bag, some porous plasters, a bottle of cough cure, several liniments and ointments, and an electric battery.

The display (in the matter of articles shown) was a most comprehensive one, and the passers-by (numbers of whom paused to examine and unravel the meaning of everything) doubtless saw many articles in the window that drew them in to make a selection for themselves, or their relatives who were unable to come out.

Favorite Dog Had its Day.

Mr. and Mrs. J.D. Todd, of 878 Queen St. W., Toronto, have for 17 years enjoyed the company of their faithful dog "Friday." Although not found on a lonely island, this dog was named "Friday." a fitting cognomen because of its faithfulness to its master. They reared "Friday" from puppyhood, when it was described as a little ball of fur. Through these many years it had been the constant companion of its mistress, and when it passed away recently of senile decay, there was naturally much grief in the house which for so long had been its home. A dog is the friend of man, but this one in its spare moments was the friend of little children. He was so kind he would even stand a mauling without speaking back. That he will be missed in the neighborhood is a certainty, but maybe some of these days another little "ball of fur," which is the initial stage of a Scotch collie, will come along and fill the vacancy, and as Time, the great healer, rolls on, "Friday" will be forgotten, and his name be but a memory of the past.

Kent-McClain Again.

In making recent extensive store improvements Messrs. J. P. Lamb & Co., of Athens, have added to their display facilities a line of "Wedgewood" show cases in golden oak to match the other fixtures. The "Wedgewood" is of the popular design and is built by Kent-McClain, Limited (Toronto Show Case Co.)

FINE DISPLAY OF DR. KILBORN'S INVALID PORT WINE AT ROWLAND'S DRUG STORE, TORONTO.

Stationery and Fancy Goods

Fancy goods and stationery form a great part of the Xmas display in the average drug store. Below we give a very interesting display of Lotus Lawns. This makes a good display. It is simple but attractive. All that is necessary is a nice background and a good assortment of stationery. This can be made very effective, as the lines of stationery now handled by the goods firms is so perfectly finished that they are sufficiently ornamental without the aid of fancy papers or cutouts.

BOOKS ARE GOOD SELLERS.

Many druggists have found books, standard works, fiction and children's books to be good sellers. If you buy them right there is a good margin, and most of the books can be returned if unsold. But whatever you specialize, see to it that it is properly displayed and advertised. For instance, just a plain window card thus: "GET YOUR XMAS BOOKS HERE. WE HAVE A GOOD VARIETY." Very few people will hesitate in spending a dollar for a good book when it is being purchased for a present. On the other hand, a cheaper line of books fit in very well for young boys and girls, say 25c. to 50c. This is a splendid side line. Try it for your Xmas trade.

CHANCE FOR MANUFACTURERS.

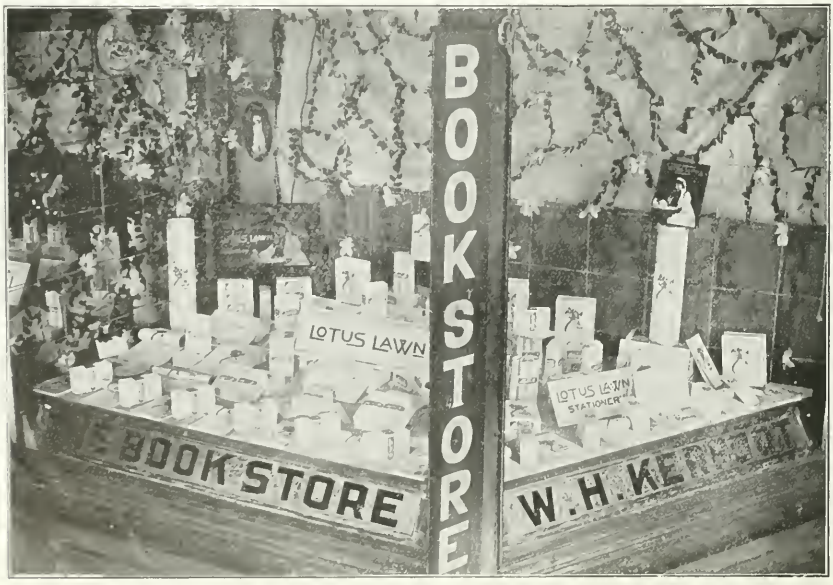
Immense Quantity of Toys Imported last Year.

Canada last year imported $581,000 worth of toys and dolls from Germany, being about half the total value of imports of children's playthings from all countries, and it is estimated that one-third of this amount covered the import of dolls alone, says the Bookseller and Stationer.

German and Austrian toys are cheap toys, made very largely in the homes of the peasants of the Black Forest and the Tyrol, where toy-making has been a domestic industry for generations. The skill of the German and the Austrian peasant and his family is inherited, and living conditions there are very simple and very cheap—simpler and cheaper than would be possible or desirable perhaps in this country.

In this connection it is interesting to introduce a few statements made in a recently published newspaper review, by Ralph Connable, head of the Canadian business of the Woolworth Company's forty-eight stores in Canada. He said their shortage of toys and dolls amounted to $85,000, of which $25,000 represented the shortage of dolls alone. He considered that there was an immediate opportunity in this country for the manufacture of dolls, as they are made in Germany.

"We will advance the materials to make dolls, including the heads, and pay for the work done by women and children in their homes, just as we have been doing in Germany," said Mr. Connable. "Factories which make garments would no doubt



FINE WINDOW DISPLAY OF LOTUS LAWN STATIONERY AT W. H. KERFOOT'S DRUG STORE.

WAR

WE ARE READY
TO SUPPLY ALL OUR

MEDICAL SUNDRIES

INCLUDING

CLINICALS MEASURES SYRINGES
PACKED GOODS SANITARY TOWELS
FLASKS STOPPERED BOTTLES, etc.

—PROMPTLY—

For all particulars apply

THE RICHARDS GLASS CO., Limited
TORONTO

Henry W. Bush & Co., Limited
Rembrandt Works
LONDON, - - ENGLAND.

SOUTHALLS' TOWELS

aremade in a different way to any othe rs of superior finish and material.

The only Sanitary Goods in Universal Demand.

Recommended by all leading Medical and Nursing Authorities.

Fullest details of Southall's Sanitary Specialties, including

Southall's Protective Aprons
Southall's Accouchment Sets
Southall's Accouchement Sheets

supplied by the Wholesale Drug Trade throughout Canada.

Southall Brothers & Barclay, Ltd.
Birmingham, England.

A Merry Christmas

is impossible if you do not feel fit. If you are subject to severe headache, if you are troubled with piles, which are so detestable during the long winter months, send us a post card and we give all particulars regarding Mrs. Summers' Combined Home Treatment. Every druggist should lay in a stock of these goods and give them a good window display. They are money makers. Don't wait till the zero weather comes along, order at once.

Opaline Suppositories
Headache Remedy
Bed-wetting Remedy
Antiseptic Powder
Cerate Ointment
Piles Remedy

Vanderhoof & Co. Limited
WINDSOR ONTARIO

co operate by donating scraps of silk, cotton, cloth, ribbon, etc., but we will advance these materials too, if necessary. We want $25,000 worth of cheap little dolls for our Christmas trade, and would be delighted if we can start somebody at the work. If we could get the industry started among our people here, we would far sooner, for straight business reasons, continue to place our business here instead of in Germany after the war is over, even if they cost, as made by Canadian home workers, 20 per cent. more. We figure that the quick delivery possible, if we could get our supplies in Canada, would be worth the extra 20 per cent. It takes 90 days to get stuff here from Germany."

This is further evidence of the wonderful opportunity which the present situation opens for the development of Canadian industry.

All dealers in toys in Canada are in pretty much the same position. One big store in Toronto is considering the advisability of seeking a source of supply in Japan for toys which they usually import from Germany and Austria. It would be necessary to train the Japs to make the German kind of toys, but Japs are adaptable.

There are few factories which make any attempt to manufacture toys for the trade in this country. The Dominion Toy Company was organized to produce the unbreakable variety of dolls and stuffed animals two years ago. They employed 80 work-people this time last year. They have increased this staff to 100 since the war broke out and it became known that German shipments could not be delivered, and they are working full blast.

Queen Anne Margate Stationery.

Why shouldn't a man have stationery of his own? No man would use ladies' sizes in notepaper if he were brought face to face with a style and size made purposely for him. Buntin, Gillies & Co., Ltd., Hamilton, would like to introduce Queen Anne Parchment Margate size to every dealer who is after a share of the men's trade. They will send samples and particulars on request. When writing them, ask also about new designs in Holly Napkins, Ornamental Crepe and other Holiday lines.

Buffalo College of Pharmacy.

The twenty-ninth annual course of instruction was opened by this College in October with a record attendance of 181 students. Of this number 129 are taking the two-year pharmacy course and 12 are studying in the three-year Analytical Chemistry course. On the evening of November 2nd, the freshmen's classes were given a reception by the other students and faculty in the library of the University building. A program of vocal and instrumental music and recitations was furnished by the students, of whom there were about 150 in attendance. All joined in singing the Alma Mater song and later were entertained by a demonstrator on the new Edison Phonograph. After the program refreshments were served and chorus singing indulged in, including many popular songs, and taking it altogether, a most enjoyable evening was spent.

New York Pharmacal Association's
PREPARATIONS

Lactopeptine Powder (oz. bots.) Lactopeptine Powder (½ lb. bots) Lactopeptine Tablets
Lactopeptine Elixir, Plain Lactopeptine Elixir, Bismuth
Lactopeptine Elixir, Iron, Quinine and Strychnia
Lactopeptine Elixir, Gentian and Chloride of Iron

Arlington Chemical Co.'s Preparations

Beef Peptonoids (Powder) Peptonoids, Iron and Wine
Liquid Peptonoids
Liquid Peptonoids with Coca Liquid Peptonoids with Creosote
Phosphagon

Palisade Manufacturing Company's
PREPARATIONS

Borolyptol Velvet Skin Soap Hemaboloids
Kola-Cardinette Velvet Skin Powder

R. L. GIBSON, General Agent
88 WELLINGTON STREET W., TORONTO.

"Made-in-Canada" Campaign Now On

Every Retail Druggist should boost Home-Made Products. Among these

Antiphlogistine
TRADE MARK

has, for more than 20 years, been known for its **wide range** of Remedial Application, and for its **unchanging, uncompromising** Standard of Excellence, as an "honest, reliable pharmaceutical."

5% Discount on orders of $12. or more—through your jobber

"There's only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.
107 LAGAUCHETIERRE ST., MONTREAL

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded---Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully protected by patents

You can safely recommend it.

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

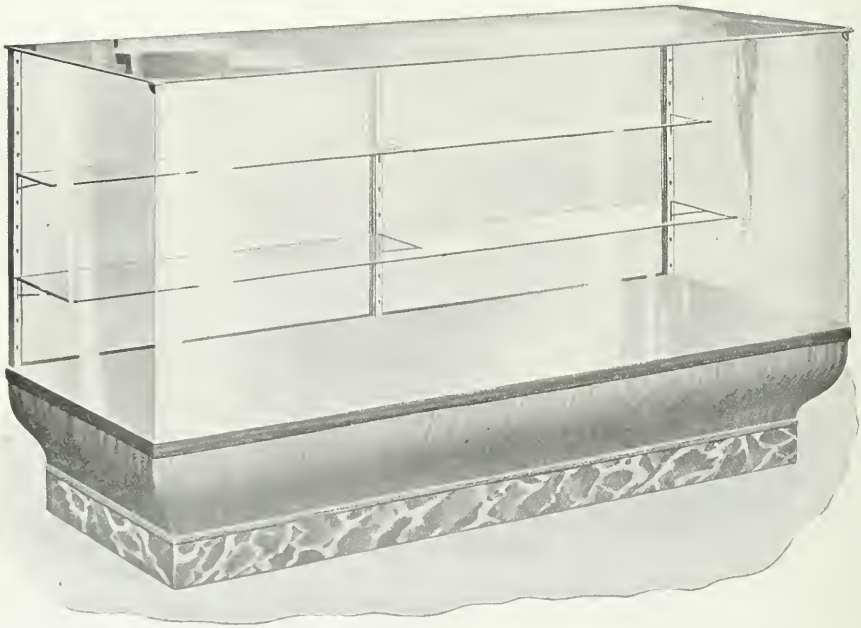
THE MARVEL COMPANY
Sole Proprietors
44 East 23rd St. New York

BRANCH OFFICES:
Paris, France - - - 42 Rue du Marche
London, England - 11 Queen Victoria Street
Sydney, N.S.W., Australia 416-418 George Street

All Jobbers Sell it

SHOW CASES

If you are thinking of new fixtures, get down to business NOW. It takes time to get informed as to what and where GOOD FIXTURES are, and it takes time to build them.



KENT-McCLAIN Limited

(Toronto Show Case Co.)

181-199 CARLAW AVE., - - Cor. Queen St. East,

TORONTO

SHOP FITTINGS

Write us for particulars--or (what will be much more satisfactory for you) call at our factory--fifteen minutes east of Yonge on a King Street car.

KENT-McCLAIN Limited

(Toronto Show Case Co.)

181-199 CARLAW AVE. - - Cor. Queen St. East

TORONTO

THE
CANADIAN DRUGGIST
Monthly. Established 1888.
The CANADIAN DRUGGIST is issued on the first of each month, and all matter for insertion should reach us by the 15th of the previous month.
$1.00 Per Year
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ENGLAND—C. Rivington Shill, 88 Chancery Lane, London, W.C. Telephone 5956, Central.
FRANCE—O. F. Graband, 19 rue de Richelieu, Paris.

Editorial.

The Semi-Annual Meeting.

The 1914 Fall Meeting was in many respects one of the most important in many years. The tremendous change which has taken place in the drug market, and in fact every market, was probably the signal for every member of the Council being present. The President, Mr. J. H. Jury, was back in his old form again, after a prolonged trip, which was practically a trip around the world. Mr. Jury looked well, and was the recipient of many kind expressions of welcome, both from individuals, and from the Council as a whole.

The Presidential address, which appears in full on the first few pages of this issue, was well received. The speaker touched on the great war now raging, and its effect on the drug market. The advantage to Canada as a whole, said the speaker, would be appreciated most noticeably in the development of our mineral resources, which are not surpassed if equalled, in any other part of the world.

The President spoke of the possibility of some enterprising Canadian firms making chemicals in Canada, which had hitherto been manufactured abroad; and offered the suggestion that if the Federal Government would give the necessary encouragement regarding scientific research and the Chemical Industry in general, there is no reason why Canada should not produce chemicals which would compete with any of those in Europe.

The reduction of the tax on alcohol for manufacturing purposes was mentioned in the President's address. This was fully endorsed by the committee, who also urged that every encouragement should be given to manufacturers of chemicals, etc.

The Infringement Committee was authorized to make application to the Legislature of the Province of Ontario at the next session to have the Pharmacy Act so amended that the additional safeguard to the public, regarding the sale of carbolic acid, may be inaugurated.

This is a matter which has been widely discussed, not only in Ontario, but in every Province in the Dominion. The many accidents which have occurred through careless sales on the part of drug clerks of carbolic acid and other poisons have brought the question to a very serious stage, one which should certainly be pushed with all possible force.

Brighter Prospects.

There is a familiar phrase to the effect that "Time is the essence of the contract," and it seems as if this expression conveys a truism as to the Dominion of Canada at the moment. We are engaged in the fulfillment of contract that contains much of the element of the unknown to us. God forbid that in the hard light of extended experience it may ever become too familiar.

We are fulfilling our contract as a part of the British Empire, we are supporting the power that gave birth to our natural existence, and sustained us in the years of weak immaturity.

In a period yet numbered as one of days we have contributed in men, in money, and in material things. There is no evasion of the contract, and no thought of such a thing. Time, as it passes, is giving us much needed confidence. It is becoming the essence of the contract. The great and complicated machinery of commercial life in Canada is slowly beginning to revolve again, revolve in the old lines, but with a new purpose. We are going forward, conscious of the great danger, yet ready to do our share to avert catastrophe.

This is all as it should be. The great wealth of the foodstuffs in Canada this year is being gathered together, the money to pay for it is being distributed, and the national life blood is flowing more naturally. There are new problems to face, not a few of them the result of ill-founded hesitation on the part of many, but the confidence of better times is returning, and let us hope we have at least got to an adequate appreciation of our difficulties.

The feeling of fear in the face of the unknown and unbelievable has been overcome in the great centres of industry, but it still partly paralyzes the countryside. The wave has not yet spent its force, but it is surely losing its devastating influence. Just a little more confidence, a little more success in the centre of heart interest, and we will be able to see the glint of sunshine that even now is giving our clouds their silver lining.

On What Terms.

It is a matter of almost daily occurrence for a traveler to be told that certain of his competitors are quoting lower prices. It may be possible in many cases to show a difference in actual worth, and therefore a reason for asking the higher price, but there is nothing on earth quite as annoying as the plain statement that on the same article you

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request

Canadian Factory and Offices at

9, 11, 13 Davenport Road, Toronto

S. S. Stafford's Inks

The "Sweet Babee" Nursing Bottle

Pat. May 3, 1910

The "Sweet Babee" Nursing Bottle is easily washed on inside and requires no funnel to fill. The nipple is made in one piece and will not collapse, may be turned inside out and is easily washed.

The "Sweet Babee" is of the right size and will fit all sterilizers Endorsed by doctors and nurses.

Bottles and Nipples	$2.50 per doz.
Extra Nipples only	1.50 per doz.
Extra Bottles only	1.00 per doz.

These prices apply to the Sweet Babee and Noneck Bottles and Nipples.

The "Smico" Bottle Warmer

The "Smico" Bottle Warmer is an especially designed case, provided with Aluminum Top, in which any style of Nursing Bottle and Nipple may be placed, for keeping milk warm or cold, as desired. It will keep hot milk hot or cold milk cold for several hours.

"Smico" Case is also a protection when traveling against breaking the nurser.

Price $2.50 per dozen.

The Noneck Nursing Bottle and Nipple

The Noneck Nursing Bottle is filled without a funnel and washed out on inside like a tumbler which make it hygienic in every respect. It is recommended by doctors and nurses. The nipple is reversible and without seams, which makes it easy to clean on the inside, and very hygienic.

MANUFACTURED ONLY BY

THE YANKEE CO., Utica, N.Y., U.S.A.

Canadian Agents: National Drug & Chemical Co.

To the Drug Trade of Canada

WE ARE PLEASED TO ANNOUNCE

FRANK W. HORNER LIMITED

142 St. Urbain Street, MONTREAL, CAN.

AS OUR

CANADIAN DISTRIBUTORS

They are prepared to supply promptly the following of our specialties:

ERGOTOLE LAPACTIC PILLS MILK OF MAGNESIA
SAL LAXA LITHIATED SORGHUM COMPOUND SEDATOLE
PAN PEPTIC ELIXIR PILL PHOSPHORUS AMORPHOUS 1 gr.

These ethical preparations are now being extensively advertised and sampled to the medical profession of Canada.

You will doubtless receive prescriptions for them, and we trust you will be inclined to place at least a small quantity of each item in stock and thus be prepared to fill initial prescriptions or orders promptly.

Write FRANK W. HORNER LIMITED for literature and prices

SHARP & DOHME

CHEMISTS SINCE 1860

Laboratories—BALTIMORE **General Offices—NEW YORK**

Branches—CHICAGO, NEW ORLEANS, ST. LOUIS, ATLANTA, PHILADELPHIA

are being underquoted. There is nothing in the experience of the traveler calling for greater finesse and diplomacy. The buyer considers his statement unanswerable, and yet the traveler is oftimes sure that there is a nigger in the fence somewhere. If he is once tempted or goaded into price-cutting he has failed in his mission as a salesman.

It is just here that an exact knowledge of the value of terms of payment comes in handy.

Your competitor may have quoted net terms, his dating may be different to yours, his rate of cash discount may vary. On the other hand you may be able to offer better terms, knowing what his are, and knowing that the price is the same or even lower. Date of shipment, as compared to dating of terms, may also show an advantage in your proposed transaction.

For instance, many firms give terms: "2 per cent. in 10 days, or net 60 days." Your competitor may have offered the goods at a lower price, but on net 60 days only. In this case the customer would be losing 14.6 per cent. per annum on his money. Point this out to him and it would at least upset the idea in his mind that his answer to your request for business was unanswerable.

When a merchant stated that he can do better than your offer, he may be quite sincere in his opinion. Never give up the fight until you have proved from every standpoint that you are beaten, and before this happens your perseverance may unearth the little joker in the other fellow's offer. Above all things study that little matter of terms.

Kent-McClain Again.

Mr. J. H. Pountney has opened another store, this time at the corner of Woodlawn avenue and Yonge Street. The outfit comprises handsome wall fixtures and Dresden style show cases, all in mahogany. These are installed by Kent-McClain, Limited (Toronto Show Case Co.)

Dr. Chases 1915 Almanac.

Once again we have the pleasure of receiving one of Dr. Chase's Almanacs. It is just as good as ever. Besides the calendar, which is complete in every way, there are many interesting and useful items which are obtainable at very few places. For instance, the almanac gives all information regarding the seasons, festivals, anniversaries, etc., the stars and eclipses and many other items of real interest. There is also one page devoted to the explanation and use of the Calendar, which should be followed very carefully, so that full use can be made of the calendar. Scattered through the book there are many examples of the good work of Dr. Chase's remedies in cases of nervous diseases, hysteria, loss of sleep, severe headaches, etc. If there is any druggist who has not yet received one, write to Edmanson, Bates & Co., Ltd., Toronto.

Canadian Druggist Considered "Standard Drug Paper" in Canada.

Montreal, December 2, 1914.

The Canadian Druggist,
Toronto, Ontario.

Dear Sirs,—Please find enclosed postal order for $1 in settlement of subscription to the Canadian Druggist to December, 1914.

Having sold my drug business in Megantic to Dr. ———, I do not know if he will be willing to keep on the subscription, and by same I have to advise you to cut out my name from your list. I also add that while in business I fully appreciated your valuable paper as a standard in the Canadian Market, and found many valuable hints that worked many a time and over the subscription paid.

Wishing you further success and prosperity, I wish to remain,

Yours truly,

———, M. D.

Winnipeg, Man., Nov. 30, 1914

Editor Canadian Druggist.

Enclosed please find $1 for your Journal. I have enjoyed its pages for many years while in the drug business, and I still consider it an old friend. Keep sending it.

Sincerely yours,

———, M.D.
Resident Medical Officer.

Kent-McClain Again.

Mr. J. Garnet Armstrong, of Lucknow, Ont., has put in a very attractive store. The fixtures are in "Forest Green" Oak with show cases of the popular Dresden design, as made by Kent-McClain, Limited (Toronto Show Case Co.) of Toronto.

MADE IN CANADA

Caustic Soda 75-76-77%

Bleaching Powder 35-37%

WINDSOR BRAND

The Canadian Salt Co., Limited
WINDSOR - ONTARIO

THE NICHOLS CHEMICAL CO., Limited
(Selling Agents for Canada)

Show Card Writing.

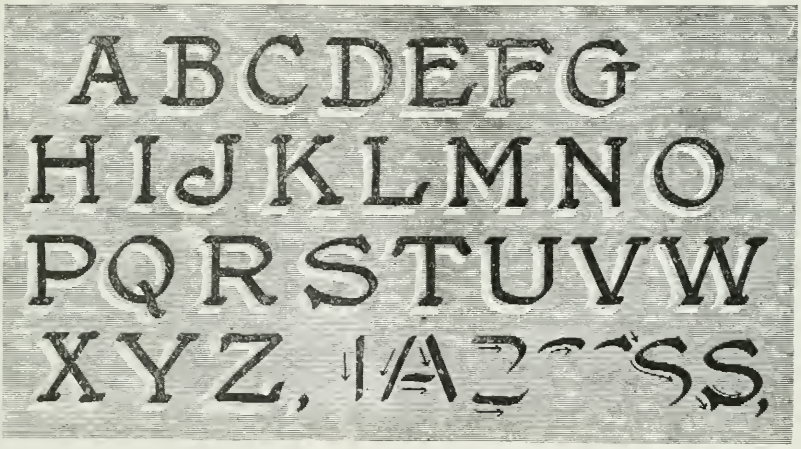
Article No. 2.

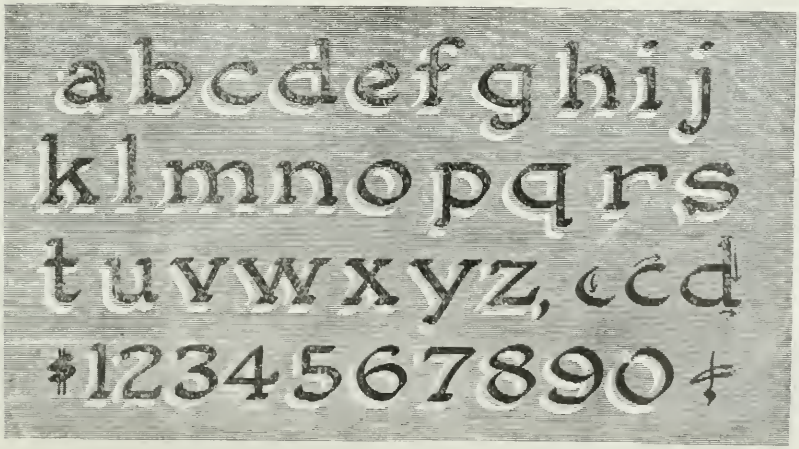
Written Specially for the Canadian Druggist.

Making Pen Show Card Lettering.

In lettering of this style, hold the marking pen at the same angle or position as that used in ordinary pen lettering. All the letters are formed by natural and free-hand pen strokes. In practice with a No. 1 marking pen do not make the letters over 1 inch high, and aim to keep the pen and ink in good working order so that the letters will be full and clear when finished. The pen strokes in lower line of alphabet plate show the movement or direction of the pen in forming the different characters.

All perpendicular and oval strokes are made from top to bottom as indicated by the small arrows. In lettering show cards the spacing should be determined by the form of the letters. Between full letters the space should be wider, than between those that are open. As a general rule make the spacing between open letters narrower than between full letters. If the letters are full at the bottom, let the spacing at the bottom govern.

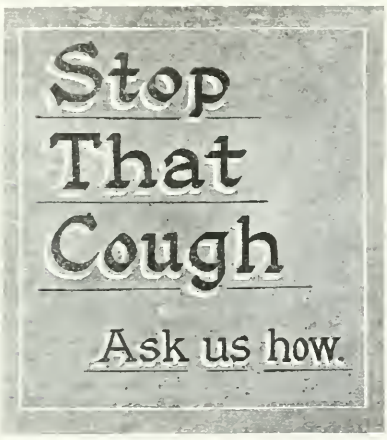


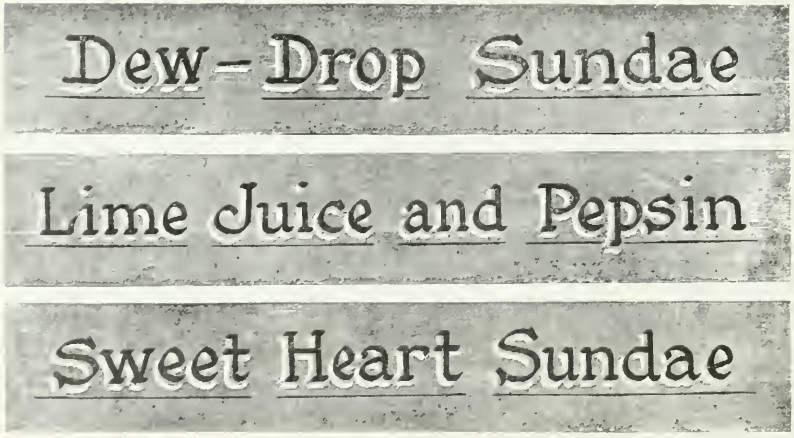


Show Card Copies.

In using colored cardboard, such as light blue, light green, red, etc., with lettering in black, the shading can be done with white ink. Lettering done on colored cardboard with a No. 1 marking pen should be shaded to the left with a No. 0 marking pen in white ink as shown in accompanying illustrations.

White cards lettered with black ink and shaded with grass-green ink will present a very neat appearance. Usually the shading of letters on white cardboard is done with a plain pen similar to that of the marking pen. Plain or flat tint pens make a stroke about half the depth of color of ink used. Most any color of ink can be used to good advantage for shading letters of this style. Lettering on white cardboard with a No. 1 marking pen should be shaded with a No. 0 plain pen. Lettering with a No. 2 marking pen (3-16 of an inch wide) may be shaded with a No. 1 plain pen. Use a good marking pen ink, as this will assist one in making rapid progress in neat show card lettering. Common writing fluid is too thin for lettering with the marking pen.





LEVER BROS., Limited

Chemically Pure

REFINED GLYCERINE

(MADE IN CANADA)

In Half Ton Drums

and 56 lb. Cans

QUOTATIONS GIVEN FOR ANY QUANTITY

SELLING AGENTS

John Cowan Co., Limited

Montreal Chemical Works

1-15 Dalhousie St. - Montreal

The Original and Only Genuine

BEWARE OF IMITATIONS SOLD ON THE MERITS OF

MINARD'S LINIMENT

HOT

HORLICK'S MALTED MILK

AT THE FOUNTAIN

Profitable. Easily Prepared.

—WRITE FOR—

Direction Cards with Formulas for New Drinks.

Attractive Signs.

Window Strips Forwarded.

All charges prepaid.

Horlick's Malted Milk Co.

Montreal, Que. Racine, Wis.

WAIT!

Do not buy any prescription bottles until you have seen what our travellers have to show you.

We have something entirely new.

We are always alive to your interests and are going to give you a line of Bottles you have needed for a long time.

Our Bottles are made in Canada by Canadian workmen. Are you buying Canadian Bottles?

Don't forget. See our traveller before you buy. If you are in a hurry, drop us a card.

Our Prices are Always Right.

The Richards Glass Co., Ltd.

182 Adelaide Street West, Toronto.

"Everything the Druggist Needs in Glass."

We Do Not Consider Dr. Chase's Medicines Sold Until We Send the Customer To Your Store

NO one knows better than you do, Mr. Druggist, what a lot of preparations are placed on the market with the idea that the great public is waiting to buy even though these articles are unknown and untried.

With the low price appeal or by the use of certain influence the druggist is prevailed upon to load up with the goods, and left to dispose of them as best he can.

Usually some advertising is done to begin with, but for one reason or another this support fails and where is there a drug store but contains in "dead stock" mute but conclusive evidence of loss to the druggist from this source?

Now we do not consider Dr. Chase's medicines sold until we send the customer to your store. By the constant and persistent use of all the leading newspapers, by the distribution of attractive booklets and by the annual mailing of Dr. Chase's Almanac into practically every home in this great Dominion, we are reminding every resident of the country that Dr. Chase's medicines are for sale at your store, and thereby sending them to you to buy these medicines.

This advertising is not done in a spasmodic way, but is continued year in and year out until Dr. Chase's medicines are almost as staple as wheat and worth their full cost on any market.

We are now mailing Dr. Chase's Almanac, and in addition to this are running large display ads on Dr. Chase's Nerve Food in all the leading newspapers. We want to remind you of this so that you will be stocked with these goods and ready to supply the demand which is sure to result from this advertising.

EDMANSON, BATES & Co., Limited

Proprietors Dr. A. W. Chase's Medicines

DR. CHASE BUILDING - TORONTO, CANADA.

Formulary

EMULSION OF IODOFORM.

Iodoform .... a sufficient quantity.
Hydrous lanolin .... 2 ozs.
Cottonseed oil, enough to make 1 pint

Triturate the iodoform with enough cottonseed oil to form a smooth paste. Add the lanolin, rub the mass until it becomes smooth, and then add the remainder of the oil with constant trituration. The resulting product will be a perfect emulsion that will not separate.—P. J. Winton, in Bulletin of Pharmacy.

SOLUTION IRON ALBUMINATE.

The following formula by Prof. Hemm, of St. Louis, is said to afford a solution giving good results. It is stated that it keeps any length of time, and does not precipitate ; and that it has a pleasant and agreeable taste, without astringency. Dose, 1 teaspoonful to tablespoonful.

Dialyzed iron	12 fl. dr.
Egg albumen	12 fl. dr.
Cinnamon water	30 fl. dr.
Alcohol	30 fl. dr.
Hydrochloric acid	15 drops
Water, to make ....,	18 fl. oz.

The white of egg is diluted with the cinnamon water, and filtered. The iron, previously diluted with water, 6 fl. oz., and containing the acid is added to the filtered liquid and the two shaken together ; then add the alcohol, and lastly enough water to make 18 oz.

FACE POWDERS.

I.

White talc	6 pounds
Fine white kaolin	3 pounds
Powdered orris	1 pound
Extract of jasmine	100 minims
Oil of neroli	20 minims
Vanillin	5 grains
Artificial musk	30 grains
Heliotropin	30 grains
Coumarin	1 grain

II.

White talc	6 pounds
Fine white kaolin	3 pounds
Powdered orris	1 pound
Carmine	250 grains

Perfume as in the foregoing.

III.

Talc	4 parts
Starch	1 part

SOAP POWDERS.

BORAX SOAP POWDER.

Soap	5 pounds
Sodium hydroxide	3 pounds
Sodium silicate	2 pounds
Sodium borate	1 pound

LONDON SOAP POWDER.

Soap	6 pounds
Sodium hydroxide	2 pounds
Pearlash	1 pound
Sodium sulphate	1 pound

CHEMICAL SOAP POWDER

Equal parts of soap, sodium, hydroxide and sodium borate, perfumed with oil of eucalyptus.

DRY SOAP POWDER.

Dessicated hard soap	28 parts
Sodium carbonate (crystals)	68 parts
Anhydrous boric acid	1 part
Boron nitride	1 part
Ammonium chloride	1 part

VETERINARY REMEDIES.

CURES FOR SADDLE GALLS.

I.

Zinc oxide	1 oz. av.
Water	1 oz. av.
Salicylic acid	½ oz. av.
Mutton tallow	2½ oz. av.
Lard	5 oz. av.

II.

Tannin	1 oz. av.
Powdered camphor	2 oz. av.
Zinc oxide	3 oz. av.

Mix and sift through a fine sieve.

Sprinkle on the raw or injured surfaces, after having washed with tepid water and carbolic soap.

III.

Tannin	1 oz. av.
Powdered camphor	1 oz. av.
Powdered golden seal	½ oz. av.
Compound tincture of benzoin	6 fl. oz.
Glycerin	10 fl. oz.

HORSE LINEMENT.

Oil amber	2 fl. oz.
Camphor	4 fl. oz.
Carbolic acid	3 fl. oz.
Oil sassafras	4 fl. oz.
Oil tar	2 fl. oz.
Oil turpentine	2 pints
Crude petroleum	5 pints

Mix and dissolve.

Mrs. Smith (on her first visit to Niagara Falls)—"Oh, Reginald, that reminds me ! I forgot to turn off the water in the kitchen sink !"

"You never know what you can do until you try," says a writer, "and then you are generally sorry you found out."

Optical Department

(Copyrighted by the Royal College of Science)

THE LARGE CHAMBER immediately back of the crystalline lens, and in fact which forms a support of the posterior surface of the crystalline lens, is called the vitreous chamber, and contains the vitreous humour, which occupies a little more than 3-4 of the eyeball. It is a perfectly transparent substance, about the consistency of the white of an egg, and is enclosed in a thin membrane. This membrane divides at the ciliary body and forms what is known as the anterior and posterior suspensory ligaments, which are attached to the lens capsule, forming what is known as petits canal, zonule of zinn, etc.

THE CRYSTALINE lens is formed of continuous layers, very much the same as the coats of an onion, and shaped like a biconvex lens with the greater convexity at the posterior surface. In youth, the lens is very elastic, moderately firm, yet a perfectly transparent body, and as clear as crystal; as he grows older it becomes harder, and sometimes of a slightly straw color. The crystalline lens is made up of layers resembling those of an onion; this accounts for its elasticity.

THE EYE is embedded in the fatty tissues of the orbit, but it is isolated from this by being surrounded by a thin membranous sack, which at the same time allows a perfectly free movement. This sack is called the "capsule of tenon." It is composed of two layers, which are lined on the inner surface by endothelic cells, and the cavity between them is identical with the space between the two layers of the sheath of the optical nerve, and is known as the "sub choroid" space. The inner layer is known as the "pia mater," and the "pia mater" is identical with the membranes that cover the brain itself, and the fluid which is contained between them is identical with the same fluid of the brain. This capsule is pierced by the muscles of the eyeball near their insertion into the sclerotic, at which point they are spread out until they take a fan like shape.

THE NERVE SUPPLY.—

THE NERVE SUPPLY of the eye enters at the posterior opening of the orbit (the foramen), the technical name of which is "the sphenoid fissure," or as we term it, the "optical fissure." Enclosed in the same sheath or covering, the venescular supply of the eye enters, supplied by branches from the ophthalmic artery. These, when they come to the lamina cribrossa, separate and enter the eye through different openings. On the external of the eye we find the long and short ciliary arteries. They enter about two m.m.'s towards the equator of the eye, through the sclerotic coat, supplying the ciliary processes and the iris.

THE OPHTHALMIC ARTERY itself arises from the interior carotid artery. In conjunction with the arterial and venous systems of the eye, we also get the lymphatic or nourishment system. After entering the eye, all the different systems—arterial, venous, lymphatic, nervicular—spread out over the eye in all directions. The only portions of the eye not being supplied with blood vessels are the cornea and crystaline lens. The venescular system of the eye ends in a series or loops at the periphery of the cornea, where it joins the sclerotic (limbus).

EXTRINSIC MUSCLES.

In taking up the extrinsic muscles, we find that the eye is well supplied with muscles to protect and move it. The first protection is "the eyelid or palpebrae." The upper eyelid is supplied with voluntary muscles, which elevate and operate it. The lower eyelid has very little motion, being operated by the inferior muscle. The upper eyelid has a strong muscle attached to the inner edge, which proceeds from the orbit, and is known as the "levator palpebrae superioris," or the muscle that lifts the upper eyelid. The lower, of course, being operated by the inferior muscle. These are both striated muscles, with the fibres running longitudinally through the mass; while the muscle that closes the eye, although of the striated form, the fibres are running transversely through, and form what is called a sphincter muscle, or a muscle that controls the closing of an orifice. The name of this muscle is the "orbiculary palpebrae."

The OBLIQUE AND RECTI (slanting and straight).— There are two oblique muscles—the superior and the inferior oblique. These two, together with the four recti, move the eye in all directions in its bony socket. These muscles are known as the four recti muscles and the two oblique.

(1) The superior rectus is situated above the eye and turns the eye upwards.

(2) The inferior rectus is situated below the eye and turns the eye downwards.

(3) The external rectus is situated on the temporal side of the eye and turns the eye outwards.

(4) The internal rectus is set or inserted on the nasal side and turns the eye inwards.

So that in looking towards any object, if one looks towards our right, the external muscle of the right and the internal muscle of the left eye work together in harmony. If they do not do so

SANOL BLOOD SALT

No indigestion can exist if this remedy is taken according to instructions--and there is no known remedy to take its place

This blood salt is a mixture compounded so as to re semble in essence and effect the salty parts of the human blood. It is well known that our vitality is normally kept up by means of the natural blood salts.

Hence a lack of the latter will always superinduce a loss of the former. It is also a fact that with each quart of urine we lose about 18 grams of blood salts. Accordingly we must gradually become weak and sick, unless we provide a substitute for these salts in the blood.

This salt is an excellent and absolutely harmless remedy for any disturbances of digestion such as **Dyspepsia Gastric Catarrh, Sour Stomach, Heart Burn, Loss of Appetite, Constipation, etc.,** and as an aid to digestion in wasting and nervous diseases.

Follow Directions Closely

FOR SALE BY ALL DRUGGISTS—PRICE 50c PER BOTTLE

The SANOL MFG. CO. of Canada, Ltd.
Winnipeg, Canada

EUROPEAN AGENCY

WHOLESALE buying agencies undertaken for all British and Continental goods, including

Books and Stationery, Boots, Shoes and Leather, Chemicals and Druggists' Sundries, China, Earthenware and Glassware, Cycles, Motor Cars and Accessories, Drapery, Millinery and Piece Goods, Fancy Goods and Perfumery, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Provisions and Oilmen's Stores, etc

Commission 2½ per cent to 5 per cent Trade Discounts Allowed. Special Quotations on Demand. Sample Cases from $50 upwards. Consignments of Produce Sold on Account.

WILLIAM WILSON & SONS
(ESTABLISHED 1814)
25 Abchurch Lane, London, E.C.
Cable Address: "ANNUAIRE, LONDON."

MAJOR'S CEMENT

has been mending China, Glassware, Vases, etc., etc. for nearly 40 years. Every druggist should stock it.

D. WATSON & CO.
Montreal, Que.

The Canadian Druggist

is the oldest Drug Journal in Canada. It is the best advertising medium. Send for rates and give it a trial

LOOK OUT FOR ADVANCES

"There should be no hesitation with retailers about prices—they should advance all along the line, and a big stock should be kept handy upon which no advance can be made, when wholesale costs are advanced.

"Nothing is stable as yet, no conditions are settled nor will they be for an indefinite period, and retailers should be alert to meet changes. We recognize the difficulties attending this question of prices with manufacturers adding 10 to 15 per cent. to proprietaries and others advertising them below cost, the retailer is between the devil and the deep blue sea. The way out is, sell 'profit paying' lines."—October issue Pharmaceutical Journal, p. 99.

"Profit paying lines" are uniform lines under druggist's own brand and imprint, put up by

THE TORONTO PHARMACAL CO. LIMITED

TORONTO MONTREAL WINNIPEG

we have what is known as the heterophoric condition of the eye, or muscular unbalance. These four muscles constitute what is known as the straight muscles of the eye.

THE SUPERIOR OBLIQUE muscle passes over the top of the eye running through a bony pully on the inner side of the orbit, it is then deflected outward and backward, is attached to the outer side and back of the equator, and rolls the eye downward and outwards.

THE INFERIOR OBLIQUE muscle passes under the eye, is attached back of the equator and turns the eye upwards and inwards. Each of these muscles have a nerve supply to control its action and also has a given strength, so that it may be used for the purpose of rolling the eye to maintain harmony and to rectify oblique or faulty images.

THE NERVE SUPPLY AND MUSCULAR ACTION.

These are the nerve supplies to the individual muscles and the action of each muscle.

Internal Rectus turns eye in, 3rd cranial or motor oculi.

Superior Rectus, turns eye up, 3rd cranial or motor oculi.

Inferior Rectus, turns eye down, 3rd cranial or motor oculi.

Inferior Oblique, turns eye up and out, 3rd cranial or motor oculi.

External Rectus, turns eye out, 6th cranial or abducens oculi.

Superior oblique, turns eye down and in, 4th cranial or patheticus oculi.

INTERNAL MUSCLES.

Ciliary, used for accommodation only. Supplied by 3rd cranial or motor oculi.

The Orbicularis, or Palpebrarum closes the eye. Supplied by the 7th facial nerve.

The Sphincter Muscle closes the pupil. Supplied by 3rd cranial or motor oculi.

The Levator Palpebrae Superioris, lifts the eyelid. Supplied by 3rd cranial or motor oculi.

The Radiating muscles of the iris dilates the pupil. Supplied by the sympathetic nerve.

The Tensor Tarsi muscles compress the lachrymal sack. Supplied by the sympathetic nerve.

THE EYELIDS OR PALPEBRAE.

THE EYELIDS or palpebrae are the most external covering of the eye, and are formed of a layer of skin folding upon itself; falling upon and covering the eye at the will of the person. The upper eyelid is the more movable of the two and is supplied with a separate muscle called the "levator palpebrae superioris." When the eye is open there is an elliptical space or slit left between their margins, the extremities of which correspond with the junctions of the eyelids. These junctions are given the name of the canthi. The outer canthus is of a more acute angle than the inner, and the lids at this part lie close together with the globe. The inner canthus is prolonged somewhat for a short distance inwards towards the nose, separating the two lids at the side by a small triangular space called the lacus lachrymalis. At the commencement of the lacus lachrymalis there is a small conical elevation on the margin of each eyelid, called the lachrymal papilla, or puncta, the apex of which is pierced by a small orifice, the commencement of the lachrymal canal, which conveys the tears from the eye into a small sack-like opening just below the canthi, called the lachrymal sack, passing from here into the posterior naris of the nose to the throat.

THE INNER CANTHUS is by far the more important, as the tears are here conveyed from the eye into a small duct-like opening just below the canthus, called the lachrymal sack. These tears are carried away by two small openings (one in each lid), near the nasal side of each eyelid, known as the lachrymal points, or puncta lachrymalia, through which the tears pass into the caniculi or lachrymal canal, thence into the posterior naris (opening) of the nasal passage, then down the throat or nose.

THE LACHRYMAL GLAND.

THE LACHRYMAL APPARATUS consists of a lachrymal gland which secretes the tears, and the excretory ducts, which convey the secretion or fluid to the surface of the eye. This fluid, after passing over the eye, is drained away through the inner canthus by means of the puncta into the lachrymal sack, thence by means of the canicule into the nasal duct, the posterior naris of the nose. The lachrymal gland lies eyeball in a depression of the bit. Its inferior surface rests on lies on the inner side of the orbone close to the anterior edge of the temporal bone. A small tendon of the levator palpebrae superioris passing over the gland compresses the gland and forces the tears out through the lachrymal ducts which open in the conjunctiva, flushing the anterior portion of the eyeball, continually, thereby keeping it moist and free from specks and dust which might obscure the vision. There are about ten of these openings through the conjunctiva of the upper lid.

The conjunctiva is a mucous membrane lining of the eyelids, and is also attached to the eyeball itself, at the periphery of sack-like fold lying loosely upon the ball of the eye, and is well the cornea, thereby forming a supplied with nerves, fine blood vessels and lymphatic. The nerves rise in a branch of the fifth sensory nerve, which is called the ophthalmic nerve.

The eyelids are formed of several different tissues or structures, which we will take from anterior to posterior side of the lid.

(1) The Integument or skin.
(2) The Areola Tissue.
(3) The Muscular fibres of the orbicularis sphincter muscle.
(4) Palpebratus.
(5) Tarsal Cartilage.
(6) Fibrous Membrane.
(7) Meibomian.
(8) Conjunctiva.

Tolstoi's Vision.

The grandniece of the great Count Tolstoi had an interview with her uncle in 1910, and just now, in the event of a great war, it is published. The keynote of the interview is a vision which Tolstoi thus describes :

This is a revelation of events of a universal character which must shortly come to pass. Their spiritual outlines are now before my eyes. I see floating upon the surface of the sea of human fate the huge silhouette of a nude woman. She is—with her beauty, poise, her smile, her jewels—a super-Venus. Nations rush madly after her, each of them eager to attract her especially. But she, like an eternal courtesan, flirts with all. In her hair ornaments, of diamonds and rubbies, is engraved her name "Commercialism." As alluring and bewitching as she seems, much destruction and agony follow in her wake. Her breath reeking of sordid transactions, her voice of metalic character like gold, and her look of greed are so much poison to the nations who fall victims to her charms.

This is, of course, allegorical, but its meaning is easily denned by passing events. That nude figure, Commercialism, is a powerful illustration of the spirit of the times. It is pleasure idealized into trade. The association cannot be hidden. In the vision, this luxurious female has three torches of universal corruption in her hands. The first torch represents the flame of war ; the second the flame of bigotry and hypocrisy ; the third torch is that of the law, the suppressor of all true tradition.

In the vision, Tolstoi makes the great conflagration of war in 1912, and to develop into destruction and calamity in 1913. "In that year," says Tolstoi, "I see all Europe in flames and bleeding. I hear the lamentations of huge battlefields." Then he goes on to say that in 1915 a strange figure from the north—a new Napoleon—enters the stage of bloody drama. He is a man of little militaristic training, a writer or journalist, but in his grip most of Europe will remain until 1925 ; and after that there will be no empires or kingdoms, but the world will form the United States of Nations. The man who is to conduct this great change, Tolstoi says, is a Mongolian Slav, now living.

Certainly we have interesting days before us, The European war is not an event ; it is an epoch. It starts a new age, and the feeling is a better age.—Editorial in Ohio State Journal.

If you are fond of really good biscuits, Alonzo, marry a homely girl. All a pretty girl knows about dough is how to spend it.

GILLETT'S LYE
HAS MANY USES.

It makes soap. It cleans baths, sinks, pans, cans, dishes, drains, closets, etc., and everything pertaining to the home. It's a fine disinfectant.

GILLETT'S CAUSTIC SODA.
GILLETT'S CREAM TARTAR.
(Chemically Pure)

Should be sold by every druggist in Canada.

If your wholesale house will not supply you at list prices, send order to us, and we will ship goods direct.

E.W.GILLETT COMPANY LIMITED
TORONTO, ONT.

Keating's is the Powder that people first think about

KEATING'S POWDER
KILLS BUGS, MOTHS, ROACHES AND OTHER HOUSE INSECTS

when they see Roaches and Bugs, or other form of Insect life. Keating's will be in demand all Winter. There is constant necessity for it to fight Roaches, and it is most effective against Roaches, because it is poisonous only to insect life and may be sprinkled freely about the cupboard.

ORDER THROUGH YOUR WHOLESALE

A Trip Through South America.

Business Opportunities in South American Republics.

(Continued from November issue.)

To mention those places with which I am personally acquainted, I can suggest Campinas, only a two hours' run; Piracicaba, about six hours; Ribeirao Preto, about twelve hours, and Sorocaba about three hours. There are plenty more, some big, some little; some can be connected on one trip, as in the States, others are on separate lines, and are best worked independently, so I found, although cross country travel is possible. The reason is that everything depends upon Sao Paulo itself. To visit the local dealers is a wise move, it it can be done without the cost of too much time and money, but he takes his bearings from the Sao Paulo merchants with whom he usually deals, and the traveler must keep in touch with the latter, who will naturally encourage this traveler to the extent that the business grows by his activity. I find this one of the hardest problems to solve, and I do not know how many mistakes I have made. On the other hand, I may have gained many customers by my various side trips away from the many important distributing centers. That it is the correct thing to visit all the local and out-of-town dealers possible I am thoroughly convinced, but the difficult problem is where to draw the line.

In regard to these visits away from the capitals, I find that Brazil differs to a noticeable extent from other countries of South America, and, indeed, from Central America also. For one instance, practically every State—surely of these I have already visited, and I am told that this is also the case all along the coast farther north—has its own seaport through which goods are entered to be delivered at the capital. Rio Grande and Porto Alegre in the State of Rio Grande do Sul (I don't know anything about Santa Catharina, but conditions must be about the same through Florianopolis, which is both port and capital); Parangua and Curityba in Parana; Santos and Sao Paulo in the State of Sao Paulo, and here at Rio de Janerio, both seaport and capital. Each division of the Republic represents an almost independent commercial unit. Business for that State must be conducted through its capital, and importations most probably should be made through its port. There is no other way to get successful results. A shipment for Curityba through Santos and Sao Paulo (this can be done, but at a heavy additional expense) would be as roundabout as a consignment to Erie, Pennsylvania, through Portland, Maine. Each one of these state import-units must therefore be taken into account by itself, or profits will be eaten up by inland freight charges. As a corollary to this, it must be explained that for many manufactured articles of consumption, and even for tools and machinery, the needs and tastes differ in these units. The people of Rio Grande do Sul, being in a temperate zone, do not necessarily hanker after what suits the requirements of those in Sao Paulo. Likewise, people of New Orleans do not necessarily

CARIOCA SQUARE, RIO DE JANEIRO.

It was formerly popular on account of the water supply here, and even to-day the spouting jets on the left are frequented by women and men laden with water jars. It is best known now, however, through the car service from here, because connections to all parts of the city can be made in Carioca, and just above it is the terminus of the cars to Tijuca and the heights beyond. The stranger can stand by the hour together, watching Rio's life pass across the square.

require what sells best in New York. Therefore I have noted in my experiences the following divergences from other counties in Latin America: Brazil is so big that separate units—centers— of trade must be recognized, and a similarity of

terior places have a character and a purchasing potential (I like that phrase, and it's all my own, too) sometimes independent of that of the nearest capital and center. It should not be taken for granted that Campinas will buy, just because Sao

A BIRD'S-EYE VIEW OF CURITYBA, BRAZIL.

Curityba is the capital of the Brazilian State of Parana. It lies at an altitude of about 3,000 feet above the sea and 60 miles from the chief port of the State, Paranagua. It is a brisk city, the climate is fine and the surroundings are attractive. Until the completion of the railway to Sao Paulo, the only connection with the north of Brazil was through the port and business centre of Santos or Rio. Now there is an express service by rail to Sao Paulo in 24 hours, and it opens up a fertile country, suitable for grains, fruits and cattle.

markets must not be taken for granted. Therefore the man or manufacturer who issued an exclusive agency contract for all Brazil is simply crazy, plumb crazy.

In another instance, I have discovered that in-

Paulo has a preference for this or that article. And that is the dilemma I am constantly up against. Is it worth while to spend time and money on these side trips into the interior, to test the market away from the capital, or had I best

be content by working the trade center as thoroughly as possible, and, trusting to my immediate returns, leave the other places for the longed-for second time? On this point I dare not be too emphatic for others. They must provide their own answers. Only it is to the advantage of us all to realize that these interior places exist.

From the city of Sao Paulo I came by train to Rio de Janeiro. There are two night trains, one a de luxe affair with extra ticket, but being my first time in Brazil, I followed the advice of others and enjoyed the beauties of the day trip, as the railway passes through one of the most picturesque and even historic regions of the Republic. Of course, if it is necessary to save time, the night trains are the best, for they have splendid sleeping cars and arrive at Rio early in the morning.

THE GLORIA PARKWAY AND PRAIA DA LAPA, RIO.

The old Gloria Hill, on which a church still stands, is one of the picturesque sights of the city. In front of it, on the city side, is this pretty park, in which the people delight to walk and where many children are brought to play. Electric trams pass on both sides.

I wish I had a million dollars, Mr. Editor, for investment in Rio de Janeiro. The first thing I'd do would be to build a nice, modern, comfortable hotel on the New York plan, with rooms chiefly for single men, but with a few family suites added. Then I'd have a restaurant of the best, serving table d'hote meals, because all Latin Americans prefer courses, but also a la carte meals for the person or persons who like to order sparingly or liberally. I'd have the price of the rooms include only coffee and rolls in the morning, served in the manner usual all over South America. Meals should be extra, just as they are in New York hotels, with no compulsion at all to take them in the hotel restaurant. Why, Mr. Editor, a fortune lies ready for the enterprising company that has nerve enough to carry out this scheme. By this time I know Rio from top to bottom, from the Avenida Rio Branco to the apex of Tijuca, and such a thing as a single room without board (as we say at home) is not to be had.

And Rio is such a huge place. There are several first-class hotels on or not far from the Avenida, and away off on the hills, where the days and nights are cooler, are some charming hotels and pensions, where one can be as comfortable as one can wish. That presupposes, however, a complete control of one's time and a certain leisure that belongs to the tourist, if a foreigner, or to the visitor from the interior, if he is a native. But I am speaking now of the hurried man, whether he be a commercial traveler or a sightseer, who must make the best of his time and economize every moment. One may answer, "But there's no such thing as hurry in Latin America." Don't you believe it, Mr. Editor. In Rio (and Buenos Aires, too, they are both so large) many people are in a hurry, and they regret that it is necessary to go back to the hotel or pension for the midday meal after they have just begun to get busy at whatever matter brought them to the city.

It is simply maddening. Suppose I am talking my head off with a prospect, and 12 o'clock comes along. He closes up the office for the noon hour. He may invite me to take luncheon with him, or I may invite him to go with me, or we separate for the time being to meet later in the day. If I go with him (which I am not apt to do, as I am shy of accepting such invitations) I lose my meal at the hotel. If he goes with me I cannot ask him to the hotel, because it may be too far out to suit his convenience, so we go to the nearest restaurant. In this case also I lose my meal, which does not count for much, but is foolish just the same. If we separate, the time appointed for a renewal of the talk may be too short to allow me to go to my hotel. Usually, therefore, I prefer the loss of the cost of the meal to the inconvenience of going after it. If it is a holiday and my work is not behind I may have a chance to take a little excursion out of town. Of course, I do not wish to come all the way back just for either luncheon or dinner, so I stay at the first eating place in sight. "Bang goes another saxpence," as the Scotchman said.

(To be continued.)

Semi-Annual Meeting O. C. P.

(Continued from page 668)

3. By request of S. A. Overend, Caledonia, Ontario, who has already been refused registration on insufficient qualification, your committee cannot recommend that the action of the Council in his case be rescinded.

4. Re Dean's Report. Your committee would recommend its adoption and printing in the minutes. Your committee approves the recommendation of the faculty that Dr. C. A. Copp be asked to conduct the examination of St. John's Ambulance Association; with regard to examination fees, provision has already been made, and we also recommend that the Dean arrange a suitable time for the examination.

Your committee, while deploring the necessity which deprives us of the services of Dr. Fotheringham by reason of a call to duty in defence of the Empire, cannot allow the occasion to pass without expressing its profound admiration for the exalted motive prompting him to make so considerable a sacrifice in the hour of national urgency. Your committee would earnestly recommend that the salary of Dr. J. T. Fotheringham be continued as usual until the close of the present term.

5. Regarding revision of the British Pharmacopoeia which is soon to be published, your committee would recommend its adoption as an official standard of this College at such time as it may be approved and adopted by the medical Council of this Province. We further recommend that for the present term of instruction and approaching examinations the Pharmacopoeia now in use be used as official authority.

6. Your committee, after full consideration of the situation created by the temporary withdrawal of Professor Fotheringham from the teaching staff, begs to recommend that the duties be assumed by Professor Heebener, and that he be paid the sum of five hundred and twenty-five dollars for his services, or such pro rata sum as may be required by a shorter period in the event of Prof. Fotheringham being able to resume his duties.

7. Re question of conference on manufacture of medicinal chemical products, your committee begs to report that it is in hearty accord with the investigation into the economic possibilities of this country; in that regard would ask that your committee be empowered to make enquiry through the Chemical Department of our College and arrange an interview with representatives of the Council of the Academy of Medicine, and to report at the June meeting of the Council.

The second report of the Property and Finance committee, which was also adopted, recommended that the Registrar-Treasurer obtain from the Premier the assurance that legislation will be en-

(Continued on page 703)

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Trade Notes

The Watton's, Limited, succeeds H.S. Young, Sudbury, Ont.

R. W. Mill, of Netherhill, Sask., has assigned.

The Limo Drug Co., of Winnipeg, is advertised for sale.

The International Drug Store Co., Montreal, has dissolved.

J. D. Leith has opened a new business in Tribune, Sask.

The Ross Drug Co. has succeeded G.M. Ross, of St. John, N. B.

Dr. Boyd has succeeded G. H. Ramsey, of Pense, Sask.

W. F. Rea, Leslie, Sask., has sold his business.

Dr. Townsend has succeeded L. Bell at Donalda, Alta.

C. L. Couts has succeeded F. J. Butland, Goderich, Ont.

Brysons, Limited, of Montreal, has been registered.

E. L. Fraser has succeeded J.A. Mitchell, of Trenton, Ont.

F. A. Beirg has succeeded A. A. Beirness, of Rosthern, Sask.

Mr. J. F. Cameron, Beauseour, Man., died on October 9th.

R. J. Crosby, of Smithville, Ont., has sold his business.

Dr. J. G. Monroe has succeeded D. Lambly, of Cookshire, Quebec.

M. E. Mitchener has succeeded W. E. Lord, Red Deer, Alta.

V. W. Meek, Toronto, Ont., was damaged by fire.

A. E. Taylor, Elk Lake, Ont., has sold out to Wm. Simpson.

C. F. Chestnut, Fredericton, N.B., was damaged by fire.

D. H. Anderson, Regina, Sask., druggist, has sold his stock.

Harold Cosway has commenced a drug store at Verwood, Sask.

L. Furry has started a new business at St. Paul de Metis, Alta.

J. H. Hobson has succeeded to the Gardner Pickard Co., Windsor, Ont.

G. W. Gerrie, of Hamilton, Ont., has succeeded A. H. Fowlie, Midland, Ont.

Mr. W. T. Wilson has succeeded F. S. Taylor, in his branch store, Toronto.

H. R. Cosway, of Viceroy, Sask., was burned out on October 20th.

V. Sullivan is opening a new business in East City, Peterboro, Ont.

E. A. Tanner is starting a new business on Roncesvalles Avenue, Toronto.

C. Crawley has started a new business at Keele and Bloor St., Toronto.

The Forres Pharmacy, of Forres, Sask., has been opened for business.

Mr. H. Pringle, of Redcliffe, Alta., has removed his business to Medicine Hat.

S. G. Roe has succeeded W. Hart, Lappin Ave. and Emmerson Sts., Toronto.

F. I. Long, recently of Gadsby, has moved his business to Vegreville, Alta.

S. I. Hall, druggist, Virden, Man., has been succeeded by Mullen & Ross.

E. E. Argue, North Battleford, Sask., has opened a drug and stationery store.

The Limo Drug Co., Winnipeg, Man:, sold their stock to H. I. Ross.

L. H. Neil, New Liskeard, Ont., has been succeeded by G. S. Tathan.

W. O. Lambly Druggist, Cookshire, Que., has sold out to Dr. Munroe.

Bruce & Boyd, druggists, Montreal, have dissolved partnership.

Quinn-Giles, Ltd., Ottawa, have disposed of their branch store to I. R. Giles.

I. H. McMillan has purchased the Central Butte Drug Store, Central Butte, Sask.

H. O. Wilson, Toronto, has succeeded John A. Barr & Co., St. James St., North Hamilton, Ont.

The Lyons Cut Rate Drug Store, Ltd., of Montreal, has been incorporated.

Semi-Annual Meeting O. C. P.

(Continued from page 701)

acted to validate grants to the Red Cross Society from trust funds, etc.

3. We request the By Laws and Legislation Committee to have Section 12 of the charter amended by striking out the figures $10 and substituting therefor the figures $25.

On motion of H.G. Robertson, seconded by W. H. Worden, it was enacted to validate grants to the Red Cross Society from trust funds, etc.

Students of the Montreal College of Pharmacy Elect Officers

At a recent meeting of the students held in the students' room the following officers were elected after a keen contest :—Hon. officers—Profs. A.B. J. Moore, L. S. Desautels, T.T. Crossley, H. Nadeau, J. G. Stenhouse ; President—J.H. Molloy; Vice-Pres.—L. A. Casey ; Secretary—P. Sharland ; Treasurer—M. Getz ; Executive—Wm. Bernfeld, M Colle, L. Tetu, J. Scharf, L. Ransom

PHARMACY IN GREAT BRITAIN

Effect of the War on Trade—German Chemical Patents and Trade Marks—The Use of the Red Cross by Traders—Cultivation of Medicinal Plants—The Prescribing of Stock Mixtures.

To some extent business has settled down to the new conditions, and while the general trade of the country is much quieter some of its branches are booming. The building of ships, the providing of enormous quantities of war material and feeding and clothing of hundreds of thousands of new recruits have continued to keep a large proportion busy night and day, while the fact that such large numbers have joined the army has reduced the unemployment problem to a minimum. There is, of course, much less money in circulation, and retail trades are among the first to suffer in consequence, but nevertheless, it would be incorrect to describe the state of business as depressing. The turnover of the average pharmacy has certainly diminished to some extent, but one hears only little grumbling. In London itself shopping after dark is not fashionable just now as the streets and shops are very dismal because only about a fifth of the normal amounts of light are allowed by the authorities. This darkening of the streets, as you have no doubt read in the daily papers, is a measure of precaution against attacks from German aircraft, and while at first the phenomenon of London in darkness had a depressing effect upon citizens, we are now living quite cheerfully under the new conditions. People are getting into the habit of going to bed earlier and are no doubt feeling all the better for it. In the drug market fluctuations have not been of a violent character, and while war prices still prevail for a large number of articles, quotations have, in many cases, been reduced from the high level to which they rose immediately after war was declared. In some instances, however, prices have advanced; for example, carbolic acid has already risen in price until it is now about three times the ante-bellum figure; mercurials are also very substantially dearer on the month as a result of the rise in the value of quicksilver, for which metal there is a large demand for purposes other than the manufacture of medicinal salts; atropine is also much dearer in consequence of the scarcity of belladonnas. On the other hand, as I have already said, there is an easier tendency in many articles.

* * * * *

Applications continue to be made by British firms to work German patents, and to use German trade marks, but so far Messrs. Burroughs & Wellcome are the only firm who have succeeded in obtaining a license, having been granted permission to manufacture Salvarsan according to the patents of Meister, Lucius, and Brunnig. Several other firms have made applications in respect of this product, but so far no other decisions have been given. The trade mark which appears to be most coveted is "Lysol," for permission to use which name applications continue to be made, but the Board of Trade is a long time coming to a decision in this matter. It is interesting to note that the factory in England owned by Meister, Lucius & Brunnig is to be carried on under the supervision of a controller appointed by the Board of Trade with the sanction of the High Court. It is presumed that the main object of the Board in taking this action is to secure a continued supply of artificial indigo, but no doubt other patents owned by the German firm will continue to be worked. So far no very considerable progress seems to have been made by British firms in the direction of securing a large share in the trade in coal tar colors, but manufacturers are putting their heads together, and it is quite possible that those of them who are in earnest will set to work without advertising their intentions in the newspaper press. More progress has been made in the manufacture of drugs that have hitherto been obtained from Germany, but there are difficulties which will need time to overcome.

* * * * *

It is illegal to use the Geneva Cross—that is to say the red cross on a white ground—except with the sanction of the war office. It is clear, however, that this fact is not generally known to traders, for wherever one goes one is sure to see in the shop windows all sorts of goods bearing a red cross on the label; in fact this practice has become so common that the Army Authorities have been obliged to issue a warning, pointing out that the use of the red cross for trade purposes is an offence subject to a fine, and in consequence traders have been obliged to re-label their goods. So far as I can gather no one has yet been proceeded against for the irregular use of this emblem, but those who are too tardy in obeying the new orders may possibly have an unpleasant surprise one of these days. The matter is regulated by the Geneva Convention Act passed three years ago, but in times of peace there has been no urgent necessity to enforce it. Now that the Red Cross is being so largely used as an emblem in the Medical Service of the Army it is desirable that its use should be restricted to that service so that no confusion may be caused.

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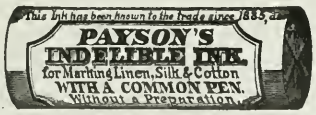
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Should you desire to come to the great North-West, either to engage in the drug business for yourself, or to take a position as a clerk, we are able to assist you.

We are constantly in touch with every section of Western Canada, and shall be glad if we can be of service to any one desiring information, as to location, necessary capital, qualifications, etc.

We Usually Know of a number of drug businesses for sale and will be glad to send — **Full Particulars Upon Request**

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Druggists and clerks ! Send for our sanitary Label Moistener, 25c. postpaid. Your money refunded if it is not just what you have been looking for. J. P. McKelvie, 9 Dineen Bldg., Toronto, Ontario.

PARTNER WANTED.

I have land and ranch and want some one to put up cash to buy cattle and start ranch. For particulars apply to Box A., Eckville, Alta.

SITUATION WANTED.

Druggist of long experience will take temporary work as local tenens. Terms moderate. Apply to H. Baldwin, box 234, Sunderland, Ont.

FOR SALE.

Drug business in Western Ontario town. Stock and fixtures $3,800 cash. Annual sales $6,500. Good side line, small expense, in one of best farming districts in Ontario. Box 50, Canadian Druggist.

Two thousand dollars buys interest in one of the best paying drug stores. Good chance for a young man. Manager before long if capable. Best references. Box 312, Nelson, B.C.

FOR SALE.

Drug business in Western Ontario town. Stock and fixtures $3,800 cash. Annual sales $6,500. Good side line, small expense, in one of the best farming districts in Ontario. Box 80, Canadian Druggist.

WANTED.

One or two good lines on a commission basis for Province of Nova Scotia by Traveler having first class connection with druggists, grocers and general store trade. Write Box 20, Canadian Druggist.

The Board of Agriculture is endeavoring to encourage the use of medicinal plants in this country and is using as an argument the fact that owing to the war there is a scarcity of a number of medicinal herbs because we have allowed ourselves to be mainly dependent upon the continent of Europe —chiefly Germany and Austria-Hungary— for our supplies. In a leaflet which the Board has circulated it is pointed out that during recent years the acreage devoted to drug cultivation in Britain has been more and more restricted by competition with wild foreign products, and the result has been a slow but sure ousting of British grown drugs from the market. The advent of a European war has completely changed the situation, and an effort on the part of growers and drug merchants may largely secure for England collection and cultivation for the future of medicinal plants which can for the present no longer be imported from Central Europe. Supplies of drugs, especially of belladonna leaves and root, are much in demand, but in the case of other continental drugs grown in England the shortage is not so serious. The pamphlet gives some very useful hints to those who are in a position to cultivate drugs, but whether anyone will profit by this information remains to be seen. An interesting note at the end of the leaflet points out that in the ordinary way a few pounds of dried herb are only disposed of with difficulty, buyers requiring hundred-weights or none. Next year, however, it is likely to be the exception, and such quantities as can be obtained will be saleable.

A Frank and Fair Statement Concerning a Manufacturing Pharmaceutical Firm.

As a result of the increased excise tax on spirits, Parke, Davis & Co. found it necessary to advance their selling prices on several fluid extracts, tinctures, etc. Not in one case, however, was an advance made which was not warranted. The same is true of higher selling prices which were inaugurated as a result of the marked increase in cost of many lines of drugs and chemicals through condi-

tions created by the war. Every advance was intelligently made after carefully re-figuring the cost of production.

Recently market values have settled back somewhat in many lines. Parke, Davis & Co. have with the utmost promptness relatively reduced their selling prices. Such consistent following of market conditions is fair alike to manufacturer and to retailer.

This progressive concern has recently moved its Winnipeg office to the Keewayden building, Portage Ave. East, where it is now very comfortably installed. Their Toronto office is now located in the handsome Ryrie Building, corner of Yonge and Shuter Sts. In both Winnipeg and Toronto office it is the aim of Parke, Davis & Co. to carry a stock of biological products, as well as other emergency lines such as Glaseptic Ampoules, Adrenalin preparations, Taka-Diastase and compounds, etc.

The "Wellcome" Photographic Exposure Record and Diary.

Each year there is more and more evidence that the brains concerned in the production of this book are intensely practical ones. We hazard the guess that it is the work of experts who can remember the time when they needed information themselves and could find it only with great difficulty. Our reason for this guess is that the Wellcome Photographic Exposure Record and Diary gives not only the obvious information, as to exposure, development, etc., which every photographer needs, but also supplies answers to just those questions which are frequently asked by amateurs, but frequently left unanswered in the ordinary text books.

If you want to know :—how to tone bromides green, how much flashlight powder to use, how to intensify color plates, how to get warm tones on gaslight paper, about factorial development, about photography at night, about speed of bromides papers, about exposures of interiors, about sepia or blue toning, about staining prints, or about the hundred and one other things connected with photography, refer to the above photographic guide. It is a veritable encyclopaedia of photography, condensing as it does into one pocket-sized volume clear, simple directions for every process ; information, general and particular, figures, tables, factors for all purposes and pages for exposure-record, diary and memorandum. Here all the wrinkles and dodges—"tricks of the trade"—which have been culled by experiments and long experience are analyzed and set forth in simple formulae and precise directions which not only help the beginner, saving him much time, trouble and material. but also serve as a useful reminder to the expert photographer. Independent exposure factors are given for all British and American plates and films. Fixed inside the back cover is the "Wellcome" Exposure Calculator, the ingenious device which, by one turn of the scale gives the correct exposure for any plate or film at any time of day or year. By its use the percentage of spoiled plates is immediately reduced ; it enables the beginner to "hit the mark every time," thus considerably lessening the unnecessary expense often incurred when taking up photography. Plenty of room is left in the specially ruled pages for particulars of exposure, stop, light, time of day, etc., also memoranda pages for additional notes. The book is issued in wallet form complete with lead pencil.

Three editions of the "Wellcome" Photographic Exposure Record and Diary are published, one for the Southern Hemisphere, one for the Northern Hemisphere, and the third, a special addition, for the United States of America.

The "Wellcome" Exposure Record may be obtained from all photographic dealers and booksellers. Price in Montreal, 35 cents.

Toronto Wines Co. Doing Big Xmas Trade.

The above company is doing a splendid business with their "Diamond Brand Unfermented Wines" for the Xmas and New Year trade.

The free window display supplied by this firm adds very materially to the sale of their unfermented wines. An expert window dresser has been engaged and is practically at the disposal of customers gratis. If you will write the Toronto Wines Company, they will see that their representative calls and will explain just how to make the best of your window display for the Xmas trade.

Here is what some of our customers say about our Window Display."

Dear Sirs :—"Your window display was a work of art." F. H. Fraleigh, druggist.

Dear Sirs :—"We can highly compliment you on your choice of a window dresser." A.W. Neal, druggist.

"We found your display a big puller." W. T. Pearce.

A barber, after scraping away industriously for a few moments, made the usual inquiry :

"Razor all right, sir ?"

"My good man, if you hadn't mentioned it I should never have known there was a razor on my face."

The barber beamed.

"Thank you, sir," he said.

"No," added the customer reflectively, "I should have thought you were using a file."

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